

CHEMIST & DRUGGIST

The newsweekly for pharmacy

June 26, 1993

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PSNC rejects fund switch to FHSAs

PSG to bring pay to fore at by-election

AAH brave cool trade winds

Business trends: pharmacists wary

Crookes lose top directors



Pharmacy's place in diagnostic care



The Corsodyl spokesman

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PRODUCT INFORMATION Consult Data Sheet before prescribing. **USE** Inhibition of plaque; treatment and prevention of gingivitis; maintenance of oral hygiene. Mouthwash and Mint Mouthwash are also indicated for the promotion of gingival healing following surgery and the management of aphthous ulceration and oral candidiasis. **PRESENTATION** Spray and Mint Mouthwash: A clear colourless solution containing 0.2% w/v chlorhexidine gluconate. Mouthwash: A clear pink solution containing 0.2% w/v chlorhexidine gluconate. Dental Gel: A clear colourless gel containing 1% w/w chlorhexidine gluconate. **DOSAGE AND ADMINISTRATION** Spray: Apply to tooth and gingival surfaces using up to twelve actuations of the spray twice daily. Mouthwash and Mint Mouthwash: Rinse mouth with 10ml undiluted for one minute twice daily. Prior to dental surgery, rinse mouth with 10ml for one minute. Dental Gel: Brush the teeth with one inch of gel for 1 minute, once or twice daily. **CONTRAINDICATIONS** Previous hypersensitivity reaction to chlorhexidine. Such reactions are, however, extremely rare. **PRECAUTIONS** For oral use only, keep out of eyes and ears. **SIDE EFFECTS** Occasional irritative skin reactions. Generalised allergic reactions to chlorhexidine have also been reported but are extremely rare. Superficial discolouration of the tongue, teeth and tooth-coloured restorations may occur. This usually disappears after discontinuation of treatment. Staining can largely be prevented by cleaning teeth or dentures before use but may sometimes require scaling and polishing for complete removal. Stained anterior tooth-coloured restorations which are not adequately cleaned by professional prophylaxis may require replacement. Transient taste disturbances, burning sensation of the tongue and oral desquamation. Very occasional parotid swelling. **PRODUCT LICENCE NUMBER AND BASIC NHS COST** 'Corsodyl' Spray (0029/0230) 60 ml (OP) £2.80 'Corsodyl' Mouthwash (0029/0124) 300 ml (OP) £1.25 'Corsodyl' Mint Mouthwash (0029/0201) 300 ml (OP) £1.25 'Corsodyl' Gel (0029/0080) 50g (OP) £0.83 'Corsodyl' is a trademark. **Legal Category P** Date of last revision March 1993. *Source: Milpro Independent Research, 1992. [†]Corsodyl Dental Gel contains 1% w/w chlorhexidine gluconate.



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CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST
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Comment

This week we publish the essence of the negotiations on pay for NHS pharmacy contractors in England and Wales which took place between Pharmaceutical Services Negotiating Committee and Department of Health teams at their June 14 plenary meeting (p1154). It is to be hoped the adage "no news is good news" applies in this case, for there is little or none.

The key element is an attempt by the DoH to remove from PSNC's remit between one fifth and one quarter of English and Welsh contractors' remuneration for which the Committee is now responsible. In devolving that money to FHSAs, DoH under-secretary Melvyn Jeremiah is simply putting into practice the policy he trailed so clearly in his *C&D* interview (May 1, p804): "FHSAs will see that the pharmacy service is carried out responsibly at local level.

"It is important for local pharmacies to respond to local needs. There will be a local allowance for non-core services, such as needle exchange schemes, which will be administered by local FHSAs."

While there is undoubted logic in this proposal, it does not follow that individual FHSAs will succeed in ensuring the consistent supply of certain services and standards

people will expect to find as they use pharmacies in different areas.

The Society's inspectorate should be able to advise FHSAs on common standards of excellence and lead their peers through the ever-more complex maze of Practice Allowance conditions that appear set to mushroom in the years to come. But ...

David Sharpe is right to spell out PSNC's requirements that need to be in place before the DoH fund-switch ever hits the negotiating table — any move to allocate global sum monies locally would have to be agreed nationally and implemented to standards acceptable to PSNC. Already the administration costs of GPs with drug budgets and fundholding practices outweigh savings made by the more cost-effective buying of "supplies".

The hope that "local" paper shuffling costs will dwindle with time may be a forelorn hope. If the quality and uniformity of services the public currently enjoy goes by the board as well, Jo and Josephine Public will not be amused. The same could apply to local pharmacy services. If it does, some of the cost of keeping the public healthy will shift from their own self-help pockets to the pressured and cash-strapped GP services ... and the Treasury!

PSNC rejects non-core funds switch to FHSAs

The Pharmaceutical Services Negotiating Committee is trying to head off a Department of Health move to switch funding for non-core services and the Professional Allowance from central to local control through family health services authorities.

An "end piece" attached to the joint PSNC/DoH report of the June 14 plenary meeting notes PSNC's concern about the lack of uniformity among management within FHSAs and the lack of uniformity of advice on pharmaceutical matters.

"If any devolvement of remuneration were to be made to local level, PSNC would expect stringent guidelines to be adhered to," says PSNC.

DoH under-secretary Melvyn Jeremiah says he would want "all FHSAs to come to the level of the best".

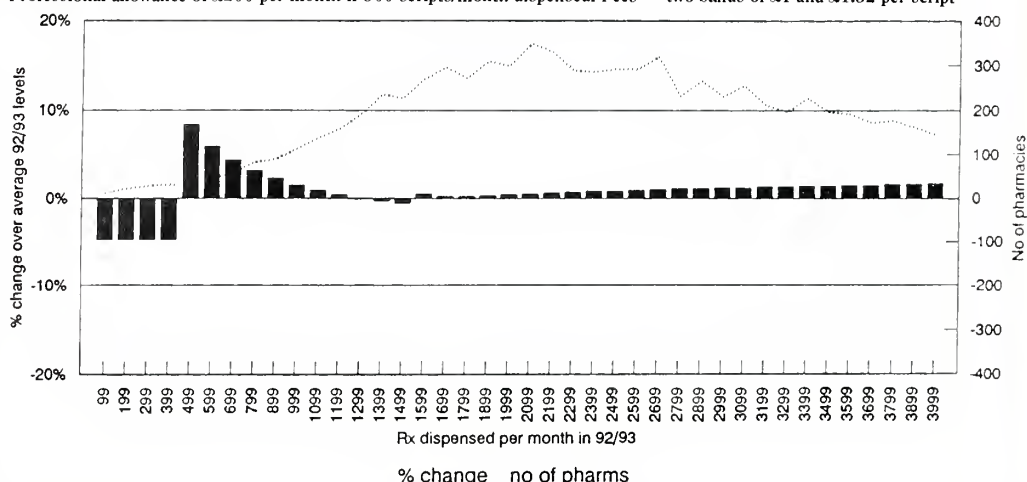
Mr Jeremiah says the DoH now favours a modular allowance, briefly discussed in negotiations at an earlier stage, "... particularly in view of the pressure for local input into negotiations from FHSAs".

The joint report states: "The suggestion of the DoH was that the sum of money within the current global sum which was to be paid out as a Professional Allowance should be applied locally through FHSAs together with non-core payments."

PSNC chairman David Sharpe,

Pharmacists pay models – % change in core fees ... comparing 1993-94 over 1992-93 assuming September 1993 implementation

Professional allowance of £200 per month if 500 scripts/month dispensed. Fees — two bands of £1 and £1.52 per script



No transitional payments. PSNC reject this model.

speaking at a Press briefing on June 21, said some 20-25 per cent of the global sum was at stake. He said PSNC rejected any such allocation of funds because of:

- inconsistency of decisions taken by different FHSAs
- varying levels of efficiency by different FHSAs
- the major changes taking place in primary health services, for example possible FHSA mergers, and the setting up of health commissions
- the inability of FHSAs to provide accurate accounting

information compared with the Prescription Pricing Authority

- the fact that only 28 of the 98 health authorities had full-time pharmaceutical advisers (52 had part-time, 11 none and seven had not reported), while only 41 of those FHSAs had advisers with community pharmacy experience.

Mr Sharpe says PSNC is concerned that the advice given to FHSAs on community pharmacy practice should come from someone with experience in that field. It was no good laying down impractical standards. "PSNC policy is that Society

inspectors should monitor community pharmacy — they are the only competent authority that exists," Mr Sharpe says.

Any move to allocate global sum monies locally would have to be agreed nationally and implemented to standards acceptable to PSNC.

Although there was a precedent for local administration of pharmacy monies for patient medication records and residential homes, what was now being floated was a widespread extension of such allowances.

Mr Sharpe said PSNC would be taking legal advice on whether the Department's powers of "determination" on NHS pharmacy contractors' pay extended to the hiving off of larger elements of the national global sum for local disbursement.

No progress

David Sharpe said there had been no real progress on matters of substance at the June 14 plenary meeting. There had been an important recognition that all the changes envisaged by the DoH — removal of frontloading, a movement to a single rate dispensing fee, an extension of the Essential Small Pharmacy Scheme, and progress on a continuing basis on professional allowance — should be in place for the 1995-96 financial year.

PSNC says November scripts are the first which can possibly be priced in accordance with an agreement reached, say, by August for 1993-94. PSNC is concerned that the four models put forward by the DoH for allocation of the Professional Allowance according to number

Northern pharmacists take pay issue to MPs

A group of LPC representatives from the North Eastern region took their protest over the Government's remuneration proposals to the House of Commons on Tuesday (June 22).

The six travelled by train from Newcastle in white coats and carrying a giant tablet. Their journey was covered by local TV and radio.

The group was due to address between 35 and 40 MPs at the House of Commons. They were due to make four presentations on "What pharmacy does now", "What pharmacy will be doing", "How we're paid" and "How current Government proposals will affect us".

Afterwards they planned to ask the MPs for a commitment to table an early day motion asking the Government to review the pharmaceutical remuneration structure "with specific reference to our funding of the Government drug debt".

Alan Tweedie told *C&D* they would also be asking MPs to lobby for a pay review body and for payment on monthly terms. The group was also due to meet with Liberal Democrat MP Liz Lynne.

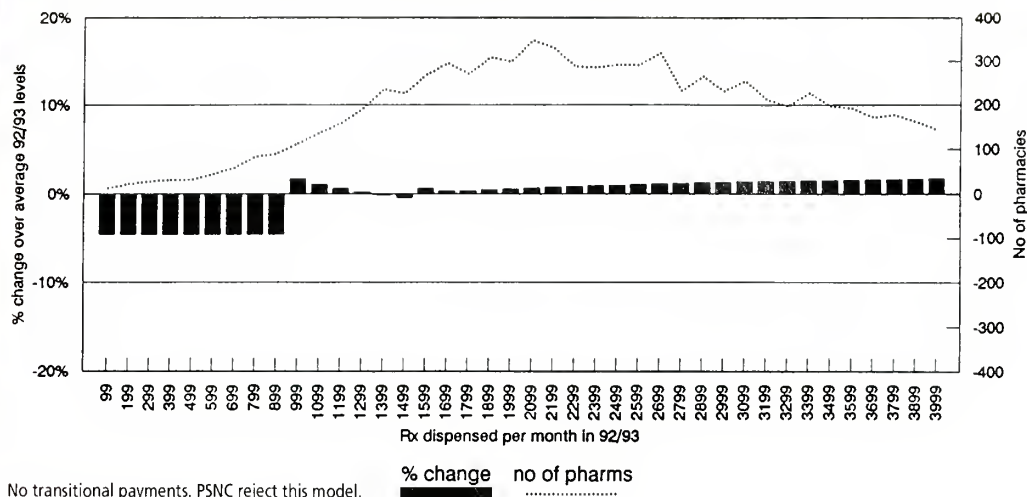
• On Wednesday, Labour MPs

called for a pay review body for pharmacists and more than 20 signed a motion condemning the Government's failure to "properly address the continuing and growing threat to thousands of local pharmacies".

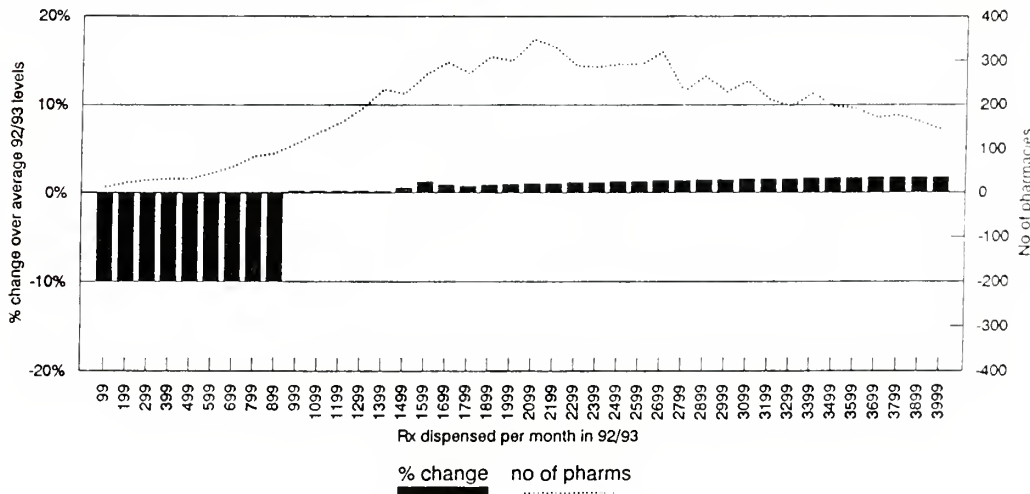


From left: Alan Tweedie (PSNC Region 1), Alan Phillips (Durham LPC), Malcolm Goldie (Sunderland LPC), Derrick Melia (Northumberland LPC), John Urwin (Cumbria LPC) and Peter Lowe (Newcastle LPC)

Professional allowance £200 per month if 1,000 scripts/month dispensed. Fees — two bands of £1 and £1.52 per script

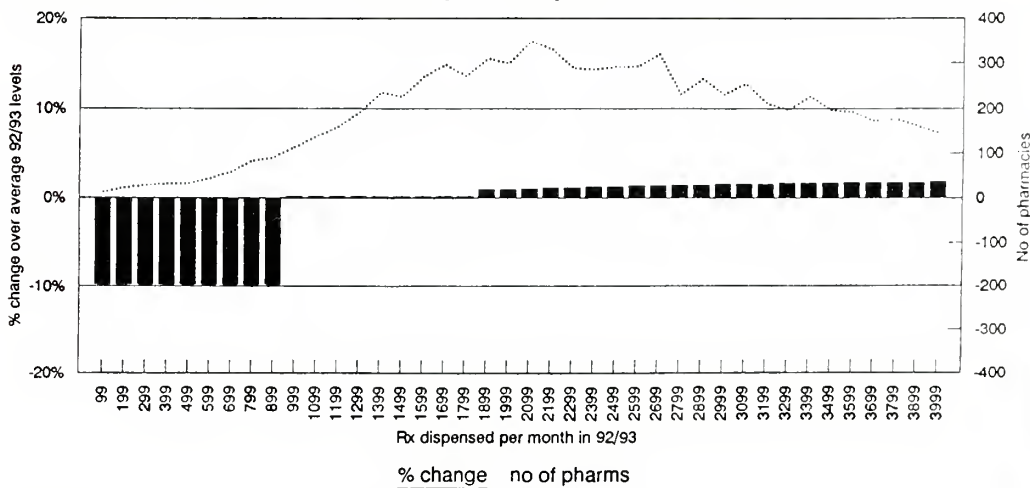


Professional allowance of £500 per month if 1,500 scripts/month dispensed. Fees — two bands of £0.99 and £1.36 per script



Transitional payments between 1,000 and 1,499 prescriptions. PSNC say these payments mask the true position.

Professional allowance of £500 per month if 2,000 scripts/month dispensed. Fees — two bands of £0.99 and £1.36



Transitional payments between 1,000 and 1,999 prescriptions. PSNC say these monies fudge reality.

of scripts dispensed a month are based on a September 1993 model, not one looking beyond that date.

PSNC rejected all models (see opposite and **Letters**) but has refused to put forward its own PA payment models "until the time is right". But C&D understands that the Committee has decided by 20 votes to five to promote a script threshold scaled from 1,000 to 1,600 scripts a month, with a PA graduated accordingly from £200 to £900 a month.

Kensington & Chelsea and Westminster Commissioning Agency has advertised for a pharmacy contractor to join "an innovative healthcare team" at the South Westminster Centre for Health in London.

The Commissioning Agency says it is a unique opportunity to obtain a new NHS pharmacy contract with two general

practices on-site, consultants from local NHS hospitals, a walk-in facility staffed by nurse practitioners and dental suites.

The advertisement says the successful contractor will be responsible for designing and equipping the pharmacy. Medical services will be provided between 9am and 5pm Monday to Friday with some evening clinics.

Pay initiative brings rise in script numbers

A Hertfordshire pharmacist who waged an individual campaign to raise public awareness about pharmacy pay has seen an increase in his prescription business.

Robin Clark, of Kime & Smith in St Albans, organised a campaign of action including window displays, questionnaires and leaflet drops. As a result, his prescription figures for May were 13 per cent up compared to other shops in the group which did not follow the same moves. Counter sales were also up for the month.

"We tackled the issue from every possible angle we could," Mr Clark told C&D. "We wanted to create public awareness of the problem but first we had to make people aware of the services we offer."

Mr Clark's initiative included:

- stripping the window of promotions and devoting it to posters and an explanation of the threat to small pharmacies
- three separate leaflet drops each to 3,000 homes in the area. Each leaflet covered the issue of pharmacy pay on one side and gave details of one of the shop's services on the other. All were cleared with the Society's Law Department before distribution
- a questionnaire, an enlarged version of which was displayed in the window with a sign asking people to come in and collect one. Hundreds were completed, providing useful results
- all local newspapers were contacted and the owner of the chain was interviewed on *You and Yours* on Radio 4 and appeared on Anglia Television news. A video recording of the TV coverage was played back to back all day in the shop.

"The only thing that really works is talking to people," says Mr Clark. "And to do that you have to first get them into the shop." While increasing script numbers was not his main intention, he is certainly not complaining about the outcome.

Mr Clark has made copies of his pamphlets and posters available to other interested contractors through the Pharmacy Support Group.

Commissioning Agency bid 'lunacy'

PSNC chairman David Sharpe says the matter has not been discussed by the Committee, but he personally regards the proposals as "commercial lunacy".

Mr Sharpe says that, of the 130 pharmacies now operating in the area, more than 80 per cent do fewer than 2,000 prescriptions a month.

The new Nurofen TV campaign.
It'll cause a storm.

- New campaign breaks 5th July
- £4.5 million spend
- National campaign
- So stock up now



PSG to make remuneration an issue at next by-election

A strategy to fight the Government's remuneration proposals, including making pharmacy pay an issue at the forthcoming Christchurch by-election, was unveiled at an upbeat meeting of the Pharmacy Support Group

PSG meeting

A "first-strike" strategy of action to fight the Government's remuneration proposals was unveiled by Pharmacy Support Group chairman Hemant Patel.

"The Government is clearly adopting a divide and rule policy," he told the meeting in Walsall on June 19. "It is not listening to what we are saying. It is our intention to make them listen. We must resist what they are doing, we must unite to fight them on this."

Among the specific proposals unveiled, Mr Patel said that pharmacy pay and the current threat to small contractors would be an issue at the forthcoming by-election in Christchurch.

PSG is looking at putting up a candidate on behalf of the Whatever Happened to the NHS Party. The Group is looking for a local candidate and for local help and support during the campaign.

Mr Patel, recently elected to the Council of the Royal Pharmaceutical Society, also gave details of plans to develop a cost inquiry which the PSG hoped to publish in the autumn.

Pharmacists were being asked to send in their audited accounts anonymously. These

would be analysed by an independent firm of accountants which would publish a report on the profitability of individual pharmacies.

In addition, there were moves afoot to join with other healthcare professions to strengthen the lobbying against the Government. PSG was looking to form an umbrella organisation of healthcare pressure groups, Mr Patel explained. They were already talking to GP groups, dentists, nurses and the health union NUPE as well as other pharmaceutical organisations.

These moves were on top of the action plan, recently announced (C&D June 5, p1015), which had included a poster and questionnaire.

"We're going to take direct retaliatory action against the Government so that they too experience the feeling of attrition," he said. "Who says that pharmacy has no clout? We will show them that pharmacy has got clout and it is going to unite with other professions to make our stick even bigger and heavier."

"We have to hit back and develop strategies working on a first-strike basis. We have to anticipate what they're going

to do and hit them before they hit us."

Pointing out that the meeting was being held on Father's Day, Mr Patel said: "Let's father a new era of co-operation and action, of persistence and dedication to the job, to achieve our objectives of safeguarding the NHS."

Mr Patel also called for the retention of the on-cost system which, he said, protected contractors from inflation and high costs.

● Labour MP Dawn Primarolo sent a message of support to the Pharmacy Support Group which was read out by meeting chairman Peter Hollyman.

She urged: "Together we must do all that we can to stop the Government in its tracks."

Ms Primarolo said the 2,000 prescriptions a month threshold for the professional allowance



Mr Patel: "direct action"

was especially unrealistic for rural pharmacies which, she said, provided "a valuable source of healthcare to people whose nearest doctor or health centre is miles or tens of miles away".

Pay issue 'affects us all'

The current problems with remuneration affect the whole profession, not just contractors doing fewer than 2,000 prescriptions a month, said ex-Council member Linda Stone during the debate session.

She pointed out that if pharmacies closed, there would be fewer jobs, less need for locums and fewer opportunities for preregistration training. This would affect the morale of new pharmacists and would eventually be reflected in the reduced calibre of students applying to do pharmacy.

"Our profession has advanced because of the innovators, because of those who are able to see beyond the four walls of the dispensary," Ms Stone continued. "We're

going to lose this if we don't stop this downward spiral."

● Mark Koziol from Birmingham took up the point of co-operation within pharmacy. He had been encouraged, he said, to see the Royal Pharmaceutical Society represented at the last PSG meeting and by its intention to set up a working party to study the effects of remuneration.

However, he said he was disappointed to read that the Society's Council had decided that this research would not continue because the PSNC and the Scottish Pharmaceutical General Council had not agreed with the proposals of the Community Pharmacy Co-ordinating Group.

Mr Koziol had this hard-hitting message for PSNC: "This is a campaign that the whole profession is trying to wage. This is not about individual organisational prestige or trying to save your own skins. We're all trying to fight the same battle."

"Co-operate with the other organisations in and outside pharmacy, including the PSG, because only together will we have some sort of an effect."

● Mr Hindocha from Leicester suggested that the Basic Practice Allowance be renamed the Basic Prescription Number Level Allowance.

He asked whether MPs would be willing to have their pay linked to the number of constituents who attended their surgeries, or to the number of bills they introduced into Parliament.



"You have our wholehearted support," was the message from Amal Singh, general secretary of the Dental Practitioners' Association, which represents 4,000 dentists throughout the UK. He had this warning for pharmacy: "The Government is very fond of acting unilaterally and, if it can't act unilaterally, it will try and move the goal posts." On average three or four dentists go bankrupt each week, he told the meeting

BPSA, YPG and RPA add their voices to PSG

Representatives from the British Pharmaceutical Students' Association, the Young Pharmacists' Group and the Rural Pharmacists' Association all voiced their support.

Andrew Burr, chairman of the YPG, told the meeting that pharmacy was one of the only professions which was continually being asked to demonstrate its ability to provide a service.

The YPG condemned any association between the number of prescriptions dispensed and the quality of pharmaceutical service.

"You wouldn't say to a dentist that the number of dental extractions he does each day shows whether he's a

good dentist or a bad dentist. So why does the Government say to pharmacists the number of items dispensed shows the quality of the service?"

Instead of cutting back community pharmacies, the Government should be looking to expand the service, he said. ● Gary Myers, secretary of the RPA, told the meeting he believed the Government would stop at nothing "to avoid increasing taxation levels at the expense of public service provision".

Many rural pharmacies dispense less than 2,000 prescriptions a month and not all of them would qualify under the Essential Small Pharmacy Scheme, he explained.

"We at the RPA believe that we have every right to view these proposals with extreme suspicion as regards the Government's long-term objectives. We should therefore resist them with all the resources at our disposal."

● Joel Hirst, president of the BPSA, also expressed his concern about Government policy and its implications for the profession.

"As students, we would like to see a structure for our profession which encourages us to utilise our professional skills, a profession which doesn't concentrate on the number of items dispensed but on the professional services we give our patients."



A salary or new money for new role

There have been many recent articles on the role of the pharmacist in community care. Without fail, all have exhorted me to grasp this opportunity and demonstrate my commitment to an extended professional role by becoming actively involved as part of the health team working in the community.

While this is idealistically sound and good common sense, what concerns me is that, of all the workers involved in these initiatives, pharmacists are the only professionals who are either not salaried or whose incomes are dependent on third party transactions. I obtain tremendous vocational satisfaction from helping patients and on becoming involved in "care" but, at the end of the day, the only income I obtain from these arrangements lies in the inadequate fees earned from the prescriptions issued to the patient for coincidental medical treatment.

I have financial commitments which are becoming ever more stretched by the requirements to extend my professional role. If I were salaried this would not be a problem, since the use of my time would then become a question of priorities. But

unless resources can be found to adequately fund these new opportunities, I will be unable to expand my new role any further.

I regret this more that those "employees" who exhort me to come out from behind my dispensary, but the crude economics of our contract must eventually dictate the degree of professional input I am able to devote to these new initiatives.

Perfection personified

When it comes to confidence, pharmacists would appear to be no more aware of their own failings than are their medical colleagues.

In a recent survey conducted by research pharmacist Elizabeth Rayford, she found that 50 per cent of all respondent doctors never had a drug-related problem and 48 per cent of pharmacists considered they were well prepared to cope with questions (*C&D* June 19, p118).

With such obvious perfection among my peers and colleagues, continuing education is obviously a waste of scarce resources and should be immediately curtailed. After all, they already know the answer!

It reminded me of the very worried locum I once employed who confessed to having made a mistake and having to rectify that mistake by calling on the patient. He apologised profusely saying: "It's the first time, you know, I've never made a mistake before."

That was the last time I employed him as a locum!

Not quite a bonanza

Wellcome have certainly been quick off the mark in promoting their newly acquired P licence for Zovirax, with the usual promises of massive consumer advertising, attractive deals and a

guaranteed bonanza for all.

This was nothing less than I had expected, but the final piece of the jigsaw, the price, did not really fit. At a retail price of £4.95 for a 2g tube, it will sell at £1 less than I presently pay wholesale for POM supply.

On inquiring the reason for this unusual reverse pricing structure, the rep was obviously embarrassed and clearly unable to answer, other than to say that the licence for the POM product was not restricted to cold sores, the only licensed indication for its P clone.

The real reason for £4.95 is the simple economics of selling a product to the public in sufficient quantities to produce a reasonable return, but it still does not answer the question as to why the POM product remains so expensive.

Under the Pharmaceutical Price Regulation Scheme, industrial profits should be controlled at a level which balances the needs of taxpayer and industry. When I can obtain discounts of 75 per cent or more on parallel imported Wellcome products, and am about to sell Zovirax OTC at £1 less than I can buy its POM equivalent, the fairness of that scheme to the taxpayer must be called into question.

Meanwhile, theoretically, I will be committing a felony if I dispense the OTC tube against a prescription calling for Zovirax for any indication other than cold sores. I predict a nationwide epidemic of cold sores, starting the beginning of July!

Sound OBE for David

I have never been a great supporter of the honours list, believing, in general, that the system seems intent on perpetuating the class system by rewarding, with letters, those who by their position are already privileged.

But there are exceptions to this cynical opinion, and the recent announcement of an OBE for David Coleman, the immediate past-president of the Royal Pharmaceutical Society, is just such a case. David has for years worked unstintingly on behalf of the profession of pharmacy and this recognition of his service is no less than he deserves.

GPs object to pharmacy leaflets

A pharmacist who has been producing individualised patient information leaflets for almost two years has been asked by a general practice not to distribute them to their patients.

Janet Price from Eastbourne told a meeting of the South East Pharmaceutical Industry Group that one GP had described it as a "terrible irritation" when patients returned with questions after reading the leaflets.

The ban affects about a quarter of the patients at the pharmacy, which handles about 1,550 prescriptions a month.

Dr Bruce Packham, secretary of the Eastbourne Medical Society, said there were obviously "communication problems" and GPs may "feel threatened", as many are unaware of what information is in the leaflet.

CHC support for pharmacy

The needs of patients should be kept uppermost during pay negotiations, according to the director of the Association of Community Health Councils for England and Wales.

Toby Harris has written to the Health Minister Dr Brian Mawhinney expressing concern that plans to change the remuneration system could result in adverse repercussions for the public.

Mr Harris highlights the case of pharmacies in suburban and inner-city areas, and disputes the implication that only large pharmacies make a demonstrable contribution to the NHS.

With reference to the Essential Small Pharmacy Scheme, Mr Harris points out the need to look at the interpretation of "essential".

MPs criticise Selected List

The Government has faced further criticism from Labour MPs in the Commons about the effect of proposals to extend the Selected List on the pharmaceutical industry.

Mr John Redwood, the Welsh Secretary, promised to look into the position of Parke-Davis, the pharmaceutical concern at Pontypool which, according to Mr P. Murphy, has resulted in 500 jobs being lost.

Mr Gordon Oakes (Labour) warned that if the Selected List changes were accepted in the form originally proposed they would "kill stone dead research in the pharmaceutical industry".

Topical REFLECTIONS



They won't be sitting for long

Tell your customers about Isogel's unbeatable value, then watch those bulk packs move!

Best value for money – that's what made Isogel the No. 1 bulk packed ispaghula drink by volume.

Isogel

Ispaghula Husk BP

The best value bowel regulator



Charwell Pharmaceuticals Ltd., Charwell House, Wilsom Road, Alton, Hants GU34 2TJ

Scriptspecials

Trandolapril — a new ACE inhibitor

Trandolapril is a new angiotensin-converting enzyme (ACE) inhibitor, indicated in mild to moderate hypertension. Roussel and Knoll have a co-marketing arrangement for trandolapril capsules which will be available, from July 5, under two different brand names Gopten (Knoll) and Odrik (Roussel).

Trandolapril is a prodrug which is rapidly absorbed and non-specifically hydrolysed to the long-acting, active metabolite, trandolaprilat.

Trandolaprilat binds to the ACE enzyme resulting in decreased concentrations of angiotensin II, aldosterone and atrial natriuretic factor and increases in plasma renin activity and concentrations of angiotensin I.

By modulating the renin-angiotensin-aldosterone (RAA) system, which plays a major role in regulating blood volume and blood pressure, trandolapril has a beneficial antihypertensive effect. This effect is apparent one hour after administration and persists for at least 24 hours.

A single daily dose of 0.5mg is the recommended initial dose in adults with mild to moderate hypertension, who are not taking diuretics, without congestive heart failure and without renal or hepatic insufficiency. The dose is doubled incrementally at

intervals of two to four weeks, depending on the response, up to a maximum of 4mg daily. The usual daily dose is 1mg to 2mg.

Trandolapril is contraindicated where there is a known sensitivity to trandolapril, a history of angio-neurotic oedema associated with use of an ACE inhibitor, pregnancy and lactation.

Combining trandolapril with diuretics or other antihypertensive agents may potentiate its antihypertensive action. There is a risk of hyperkalaemia when it is combined with potassium-sparing diuretics or potassium supplements.

In long-term studies, the most frequently reported adverse effects were coughs, headaches,

weakness and dizziness. Symptomatic hypotension can occur.

The prices of both brands of trandolapril are identical: 28 × 0.5mg, £8.40; 28 × 1mg, £10.60; 28 × 2mg, £12.60.

Gopten — Knoll Ltd. Tel: 0628 776360. Odrik — Roussel Laboratories Ltd. Tel: 0895 834343.

Panzytrat 25,000

Panzytrat 25,000 is a new high lipase pancreatic enzyme. Each 500mg capsule contains pancreatin corresponding to: Lipase 25,000 Ph.Eur. units; Amylase 22,500 Ph.Eur. units; and Protease 1,250 Ph.Eur. units (100, £31.20). It is a P product and is indicated in the treatment of exocrine pancreatic enzyme deficiency, including cystic fibrosis. **Knoll Ltd. Tel: 0628 776360.**

Zantac colour

Glaxo Laboratories have replaced the peach, five-sided 150mg Zantac tablet with a white five-sided tablet. **Glaxo Laboratories Ltd. Tel: 081-990 9444.**

Pentasa SR 500mg

Pentasa slow-release tablets are now available in a 500mg strength (100, £32.28). Pentasa SR 500mg is indicated for the treatment of mild to moderate acute exacerbations of ulcerative colitis and for the maintenance of ulcerative colitis.

Usual adult dose is six to eight tablets daily in two to three divided doses. **Brocades (Great Britain) Ltd. Tel: 0932 345535.**

Kapake tablets

Kapake is a POM analgesic from Galen. Each tablet contains 500mg paracetamol and 30mg codeine phosphate. The adult dose is one or two tablets every four hours as required, to a maximum of eight tablets, in divided doses, in any 24-hour period. **Galen Ltd. Tel: 0762 334974.**

Delvas from Berk

Delvas is the new brand name of the Berk Co-amilozone 50/50mg tablets (100, £8.98). **Berk Pharmaceuticals. Tel: 0532 380099.**

Buscopan booklet

Windsor Healthcare are introducing a consumer booklet on menstruation and dysmenorrhoea that will be available at POS through pharmacies. Free copies

of *Your body, menstruation and period pain — a guide* are available from Ruth Higham at **Windsor Healthcare. Tel: 0344 484448.**

Zantac effervescent

Zantac dispersible tablets 150mg are being discontinued and replaced by Zantac effervescent tablets which are available in 150mg and 300mg strengths. **Glaxo Laboratories Ltd. Tel: 081-990 9444.**

Distriphar/Pharmark

The entire range of Pharmark products will now be handled from Distriphar UK. **Distriphar UK. Tel: 081 992 8672.**

Psoriasis week

"Psoriasis Awareness Week" begins on Monday, June 28. An audio tape *Understanding Psoriasis* is available free of charge from *Understanding Psoriasis Tape, The Stables, The Green, Stadhampton, Oxford OX44 7UW*

Medical Matters

Correction

The headline of the article on cot deaths in last week's **Medical Matters** (p1122) was obviously incorrect. It should have read "Keep babies off their fronts". We apologise for any confusion and alarm this may have caused.

Task Force meets DoH

The Heart Failure Task Force, set up to improve the quality of care for heart failure patients, has had a preliminary meeting with the Department of Health, and submitted its targets for earlier diagnosis and better treatment to the DoH and the NHS.

The Task Force is aiming for earlier diagnosis through open access to echocardiography and improved treatment through wider use of ACE inhibitors.

Skinoren's 'unique triple action' is queried

Schering Health Care should scrap its anti-inflammatory claim for Skinoren until there is more clinical evidence to back it up. This is the conclusion of the *Drug and Therapeutics Bulletin* in its review of the treatment for acne.

Azelaic acid cream (Skinoren) is licensed for the topical treatment of acne vulgaris. Schering claim it has a "unique triple action", combining antibacterial, anti-comedonal and anti-inflammatory activities.

Skinoren has been found to inhibit the growth of cutaneous propionibacteria, the organisms associated with the development of acne, and may prove effective for the eradication of resistant strains. It also inhibits the division and differentiation of human keratinocytes, which may reduce follicular plugging and so prevent the development or maintenance of comedones.

However the authors could find no clinical evidence for a specific anti-inflammatory effect in patients with acne vulgaris, nor is this action mentioned in the data sheet. The company argue that *in vitro* Skinoren

inhibits the generation of pro-inflammatory oxygen derivatives in neutrophils. Since neutrophils form part of the late cellular infiltrate in inflamed acne lesions, this inhibitory effect would reduce inflammation.

Vitamins reduce defects

Multivitamin supplementation during pregnancy can reduce not only the rate of neural tube defects, including spina bifida, but also the rate of other major non-genetic syndromic congenital disorders, concludes a study in the *British Medical Journal*.

However, the authors caution that further studies are needed to differentiate the chance effect and vitamin-dependent effect.

Over 4,000 Hungarian women were given a single tablet of a multivitamin including 0.8mg of

folic acid or trace elements supplement daily for at least one month before conception and at least two months after conception.

The rate of all major congenital abnormalities, including cardiovascular abnormalities, cleft palate and congenital limb deficiencies, was significantly lower in the group given vitamins than in the group given trace elements — a difference that cannot be explained totally by the significant reduction of neural tube defects.



“Considering which nicotine patch to recommend?”

Counterpoints

Larkhall add folic acid supplement

Following on from government recommendations, Cantassium one-a-day Folic Acid supplement is for women who are pregnant or planning to become so, the company says.

Cantassium Folic Acid provides the recommended daily dose of 400mcg per day (£3.95 for 90 tablets).

The company recommends that the supplement should be taken daily from when trying to conceive until the twelfth week of pregnancy. **Larkhall Labs. Tel: 081-874 1130.**



Handy solutions from Forsythe

A new range of advanced nail treatments has been added to the Forsythe Cosmetics portfolio.

For the cuticles comes cuticle remover, cuticle oil with fungus inhibitors and cuticle therapy gel.

Then the range offers a buffing oil with chamomile and vitamin E, a calcium gel nail strengthener, ridge filler to smooth out nail inconsistencies and a nail builder.

To complete the Special Handling Advanced Nail

Treatment Collection is a protein undercoat; a formaldehyde-free basecoat with fungus inhibitors; In a Flash, a quick drying topcoat; Quick Shot Nail Dry; a triple purpose undercoat/top coat; a finishing spray, and Instant dry, a fast nail-drying liquid.

All products have a trade price of £1.95 with the exception of the buffing oil which is £1.50. **Number Five Supplies. Tel: 071-266 2247.**

Caboodles organise cosmetics

America's most popular cosmetics organisers, Caboodles, are now available in the UK.

Ranging in price from £5.95 to £24.95, the beauty organisers come in a range of 11 designs and various colours. Some are small enough to fit into a handbag, while others are ideal for travel, says the company. **Caboodles Division. Tel: 0273 626351.**

Aladdin's carafe addition

Vacuumware specialists Aladdin Industries have added a carafe in the Paris colours of bordeaux and navy to their existing flasks range.

In addition the company is offering the gift of a free four-person picnic hamper to all retailers who place stock orders of over £1,000 before the end of August this year. **Aladdin Industries Ltd. Tel: 0442 235858.**

Swaddlers give money back on Togs

Swaddlers, makers of Ultra Togs nappies, have launched a £500,000 promotion in the run up to the relaunch of Togs.

Mailing 150,000 mothers of children from three to 12 month olds, Swaddlers are offering an immediate £1 off new 20

per cent more absorbent Ultra Togs Changes.

Consumers who collect three Prof Togs tokens from Ultra Togs packs can send off for a £2 money back coupon, while six tokens qualify for a £5 off coupon. **Swaddlers Ltd. Tel: 091-482 5566.**

Kylie keeps users dry

Kylie chair cover is available from Roche. At 48 x 51cm, it is targeted at those with urinary incontinence in nursing care, fitting most standard nursing home chairs.

The neutral brown cover comes with a waterproof backing to prevent the chair from becoming wet.

With an effective absorbency of 75-1,000ml of urine and a guarantee of 200 washes, the Kylie Chair Cover costs £10.85. **Roche. Tel: 0707 328128.**

Woods of Windsor expand

New for this year's Christmas collection from Woods of Windsor are Perfumed Bath Grains and a luxury Bath Soap.

The boxed Bath Grains, sold with a wooden scoop, are available in six floral fragrances and retail at £5.95. The luxury Bath Soap is said to be the largest bar of soap in the world. At 500g and perfumed with a wild rose scent, it retails at £9.95. **Woods of Windsor Ltd. Tel: 0753 855777.**

Wassen add Coenzyme Q10 supplement

Coenzyme Q10 plus vitamin E is a new supplement from Wassen International.

Containing 10mg coenzyme Q10 and vitamin E 22.05mg, Wassen recommend that one Coenzyme Q10 tablet

should be taken once every day.

The supplement retails at £4.35 for 30. A counter dispenser unit is available, complete with consumer leaflets. **Wassen International. Tel: 0372 379828.**



Allergan Refresh for dry eyes

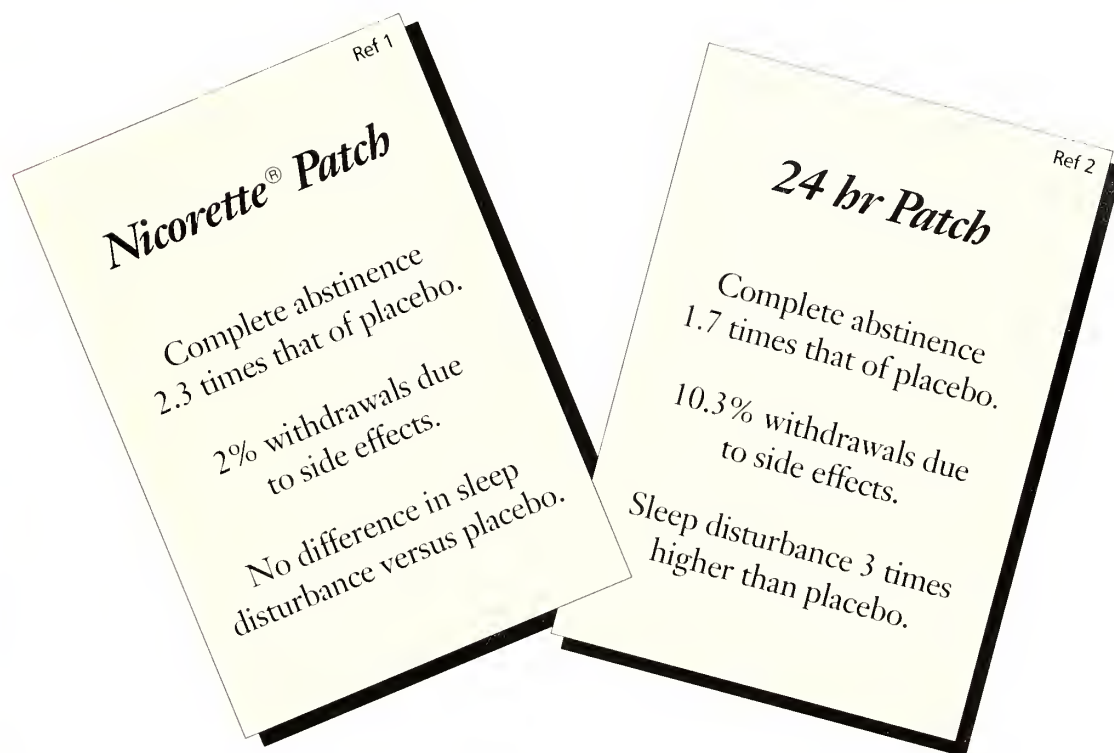
Refresh, a new treatment for dry eye, has been launched by Allergan.

Acting as an artificial tear supplement, Refresh is supported by an

advertising campaign in London and by consumer leaflets. In packs of 30 sterile single dose units, it costs £3.95. **Allergan. Tel: 0494 444722.**

Now you can recommend Nicorette® Patch with added confidence.

Two large multicentre GP studies recently published find:



In recommending Nicorette® Patch, you now have added confidence that:

You can't recommend a more effective nicotine patch.

You can't recommend a better tolerated patch.

NICORETTE® Patch

Abbreviated prescribing information

Nicorette® Patch 15 mg, 10 mg and 5 mg. Presentation: Transdermal delivery system available in sizes (30, 20 and 10 cm²) releasing 15 mg, 10 mg and 5 mg of nicotine respectively over 16 hours. **Indications:** Treatment of nicotine dependence, relief of withdrawal symptoms associated with smoking cessation. **Dosage and Administration:** Nicorette® Patch should not be used concurrently with other nicotine products and patients must stop smoking completely when starting treatment. The recommended treatment programme should occupy 3 months. One Nicorette® Patch should be applied to a dry, non-hairy area of skin on the hip, upper arm or chest in the morning and removed at bedtime. Application should be limited to 16 hours within any 24 hour period. Patients are recommended to commence with one 15 mg patch daily for the first 8 weeks. Patients who have remained abstinent should then be supported through a weaning period, consisting of one 10 mg patch daily for 2 weeks followed by one 5 mg patch daily for a further 2 weeks. Patients should be reviewed at 3 months and if abstinence has not been achieved, further courses of treatment may be recommended if it is considered that the patient would benefit. **Contra-indications, Warnings etc.:** Contra-indications - Non smokers, children under 18 years, pregnancy, lactation, known hypersensitivity to nicotine or component of patch.

Precautions: History of angina, recent myocardial infarction or cerebrovascular accident, serious cardiac arrhythmias, systemic hypertension or peripheral vascular disease, history of peptic ulcer, diabetes mellitus, hyperthyroidism, pheochromocytoma, chronic generalised dermatological disorders. **Warnings:** Erythema may occur. If severe or persistent discontinue treatment. **Drug Interactions:** See full data sheet. **Side-effects:** Application site reactions (e.g. erythema and itching), headache, dizziness, nausea, palpitations, dyspepsia and myalgia. Other subjective sensations associated with smoking cessation or nicotine administered by smoking may occur. **Legal Category:** P. **Package quantities:** Cartons containing Nicorette® Patches in single sachets in the following quantities: Nicorette® Patch 15 mg (PL 0022/0105) - packs of 7 (£9.07) and 28 (£36.28); Nicorette® Patch 10 mg (PL 0022/0104) - packs of 7 (£8.36); Nicorette® Patch 5 mg (PL 0022/0103) - packs of 7 (£7.20). **Full prescribing information available on request from:** Kabi Pharmacia Ltd., Davy Avenue, Knowlhill, Milton Keynes, Buckinghamshire, MK5 8PH. **References:** 1. Russell, MAH, et al. *B. Med J.*, 1993; 1305-12. 2. ICRF GP Research Gp., *B. Med J.* 1993, 306, 1306-8.


Kabi Pharmacia

V05 gets Flexible extension

Alberto V05 add Flexible-Styler-3-in-1 to their existing Flexible range of styling products.

Incorporating a mousse, gel and styling spray in one, it retails at £2.49.

The launch will benefit from the on-going television and Press campaign currently underway for the Flexible range. **Alberto-Culver. Tel: 0256 57222.**



Polaroid film pack is halved

To back up their Studio Express passport photo kit, Polaroid have introduced the PC 100 Silk Film value pack.

The company says it is less expensive and easier to use than previous convenience packs — it contains ten eight-shot packs of passport office approved film, half the quantity of the previous pack.

Each eight-shot pack is

wrapped in foil and packed in an outer (there are no individual boxes to open and dispose of), making it easier to open and more convenient to use, say Polaroid.

Polaroid are also providing 80 passport wallets with each value pack of the Silk Film, which have been completely redesigned. **Polaroid (UK) Ltd. Tel: 0727 869335.**

Lotion E45 gets Press support

Lotion E45 is being supported by adverts in women's magazines such as *Good Housekeeping*, *Prima*, *Family Circle* and *Marie Claire*.

Directed at women aged 25-plus, the advertisement has the catchline: "Every 30 days your skin renews itself. So why bother taking care of it?"

Advertising will be backed by a sampling campaign. **Crookes Healthcare Ltd. Tel: 0602 507431.**

Deeply Dippy...

Reckitt & Colman are to spend £1 million promoting their relaunched Deep Fresh bath foams and shower gels on television.

The campaign, which lasts until the end of July, will feature the popular chart hit *Deeply Dippy*, which has been rescripted to accompany a young woman relaxing in her bath. It has been designed to give the brand a more modern and cosmetic image. **Reckitt & Colman. Tel: 0482 26151.**

Lancaster extend Suractif

Lancaster have added three products to their Suractif range for the maturer woman, based on retinol.

Suractif Age Protection Hand Cream (100ml £14) is said to protect skin from age spots. It has an SPF12 filter and should be applied after washing hands.

Suractif Body Firming Treatment (200ml £31.50) is said to keep skin smooth and supple and increase moisture content.

Suractif Detente Relaxing Mask (50ml £31.50) claims to refresh, calm and smooth skin. **Lancaster. Tel: 0372 739977.**

Two for one offer

Healthcrafts are supporting their Idoloba supplement with a buy-one-pack, get-a-second-free offer. Giving a saving of £9.45, the offer is supported at PoS with a poster and shelf edger. **Healthcrafts. Tel: 0932 336366.**

Medised Suspension

ANNOUNCEMENT

Panpharma Limited wish to announce that, with effect from Thursday July 1, 1993, the Sales and Marketing responsibility for Medised Suspension will revert to Martindale Pharmaceuticals Limited, the Licence Holders.

All current distribution arrangements will remain unchanged and customers should continue to place all orders for Medised Suspension with their usual Wholesaler.

After Thursday July 1, 1993 all enquiries relating to Medised Suspension should be addressed to:-

Mrs Barbara Sullivan
Customer Services Manager
Martindale Pharmaceuticals
Bampton Road
Harold Hill
Romford
Essex
RM3 8UG

Telephone: 0708 384733

Fax: 0708 384866

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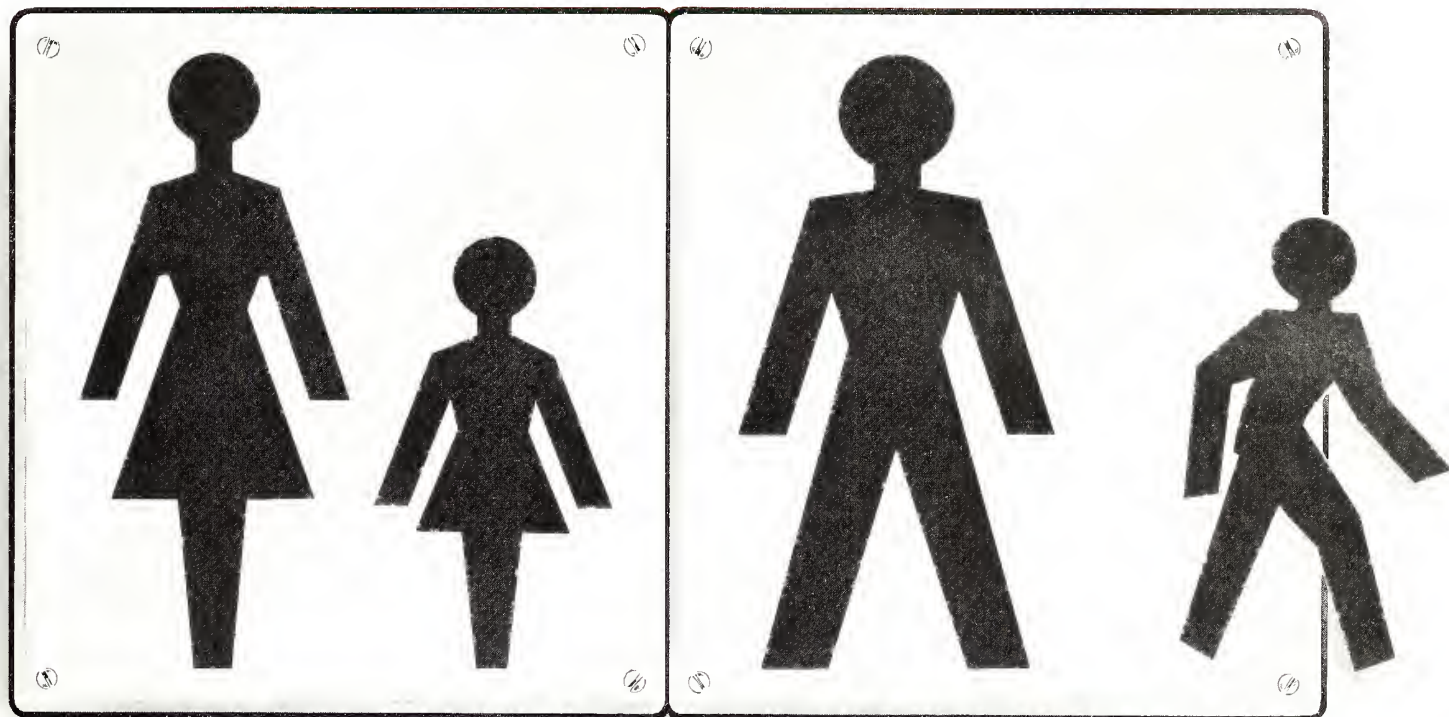
Finance House
80 Stokes Croft
Bristol BS1 3QW



**Lloyds
Bowmaker**

Medenta Finance Division

Not all family antidiarrhoeals treat the whole family.



The family antidiarrhoeal that your customers buy for their families could turn out to be something of a disappointment.

That's because the OTC loperamide brands cannot be taken by children under the age of twelve, and may only contain enough tablets to treat just one or two people. And that could really be a problem if the family's away on holiday or unable to get to a pharmacy.

J. COLLIS BROWNE'S Tablets are not only suitable for children over six years of age, a large pack of 36 tablets will treat up to two adults and two children for a whole day.

J. COLLIS BROWNE'S Tablets are going to be extensively advertised during the coming months so make sure you have plenty in stock.

Then you can be sure that the antidiarrhoeal you recommend is one the whole family can benefit from.



Also available as a liquid.

**J. COLLIS BROWNE'S
TABLETS**

**TREATS CHILDREN FROM THE AGE OF SIX
AND TREATS THE FAMILY FROM A SINGLE PACK.**

Product information. **Indications:** For the symptomatic relief of occasional diarrhoea in colic, mild forms of gastro-enteritis, mild food poisoning and holiday upset stomach. **Active ingredients:** Morphine hydrochloride Ph. Eur – 0.35 mg, light kaolin B.P. – 750 mg, calcium carbonate, heavy Ph. Eur – 200 mg. **Dosage and administration:** Not more than 6 doses to be taken in 24 hours. **Adults:** 2–3 tablets at once, then 2–3 tablets every four hours. **Children aged 6–10 years:** One tablet at once, then one tablet every four hours. Not recommended for children under 6 years. **Contra-indications, warnings etc.:** In addition to taking the tablets, it is important to replace body fluids lost during diarrhoea. **Retail price:** £1.99 – pack of 18 tablets. £2.99 – pack of 36 tablets. **Product licence number:** PL 0337/0210. **Product licence holder:** Napp Laboratories Limited, Cambridge Science Park, Milton Road, Cambridge CB4 4GW, UK. Tel: 0223 424444. Further information is available from Napp Laboratories Ltd. Napp Consumer Products Division. © J. COLLIS BROWNE'S and the Napp device are Registered Trade Marks. © Napp Laboratories Ltd. 1993.

NAPP



Alberto VO5 are running a summer sampling promotion for their Hot Oil Shampoo. Single VO5 Hot Oil Intensive Conditioners will be bound together with a trial size of the shampoo to make the Hot Hair Travel Pack. Alberto-Culver Co. Tel: 0256 57222

Dettox gets germ beating room spray

New to the Dettox range is an anti-bacterial odour eliminator called Dettox Room Spray.

The spray acts on room odours as well as surfaces, killing household germs, and is recommended for use on bins, toilet areas, pet areas and for freshening rooms.

It will be supported by a £3 million package,

including a television campaign throughout July, and at the end of the year.

In addition, there will be "trailing activity" to boost awareness of the spray.

Dettox Room Spray is available in cases of 12 shrink-wrapped 300ml aerosols, costing £1.39 each. **Reckitt & Colman Products. Tel: 0482 26151.**

Daktarin

Janssen are supporting Daktarin with a £750,000 campaign in the national Press. This will be backed with new point-of-sale material and a PR programme targeting sports club members. **Janssen Pharmaceutical. Tel: 0235 777333.**

Sea Legs

Seton are supporting their Sea Legs and Prosport brands with national Press campaigns this Summer. Sea Legs advertisements will appear in women's magazines and adverts for Prosport will be seen in Sunday newspapers and sports magazines. **Seton Healthcare. Tel: 061-652 2222.**

Skin Care Plus

Jedmon have relaunched their Skin Care Plus range in new packaging. Each product has a different brightly coloured lid and label and all come in 14oz pearlised jars. **Jedmon Products. Tel: 0204 846677.**

Evian display

Evian launch a 16-pack display unit holding 13 50ml mini water sprays (£2.50) and three 150ml sprays (£6.25). Distributed

in the UK by JICA Beauty Products, the trade cost is £29.11. **JICA Beauty Products. Tel: 081-979 7261.**

Hanimex

Hanimex are marketing their HDI, IC2000 and AD6s cameras in three-sided boxes which can be stacked in a variety of ways for window displays. The boxes are made from recycled materials and feature the company's "The fun of photography" slogan. The cameras are available through Swains. **Swains International plc. Tel: 0485 533393.**

Super G

A mystery shopper will be giving pharmacy staff promoting the Super G film from Fuji £5 vouchers for Marks & Spencer. There is also a prize for the best window displays which include Fuji cameras and film, in both the north and south of the country. **Fuji. Tel: 071-586 5900.**

Radio 1 support

Samples of Brylcreem Black and Body Mist will be given out to over 600,000 consumers attending Radio 1 roadshows this summer. **Sara Lee. Tel: 0753 523971.**

Radox on TV

Relaunched Radox Showerfresh is being promoted with a new television campaign over the next five weeks. **Sara Lee. Tel: 0753 523971.**

Galenco move

Galenco are transferring responsibility for independent pharmacy sales of their bath and skincare products to **Cow & Gate Nutricia. Tel: 0225 768381.**

Mycota ads

Mycota gets a boost with a national Press advertising campaign in Sunday newspapers and dailies, running into the Autumn. **Seton Healthcare. Tel: 061-652 2222.**

Safe sex

Durex are sponsoring the new Phoenix rock festival this summer. Music fans will be able to purchase condoms from a mobile Durex shop on the site. **LRC Products. Tel: 081-527 2377.**

Quality award

Sancella have been awarded BS 5750 for their Bodyform, Libra and Pennywise sanitary towels. **Scott. Tel: 0342 327191.**

MEDIMAX

The tablet dispenser for patients taking bigger tablets or larger dosages.

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- ★ Clearly labelled
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and Send me back out there.**

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CONTAINS CHLORHEXIDINE GLUCONATE

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The arrival of summer means kids will be out getting into scrapes. And the arrival of our advertising means Mums will be rushing in to demand new Savlon Junior. So make sure you're all stocked up. The launch of new

Savlon Junior has received a phenomenal response from the trade. Now that it will be supported by four eye-catching executions in the women's press, it'll be instant results from instant first aid. All summer long.

FOR FURTHER INFORMATION ON SAVLON JUNIOR, PLEASE TELEPHONE ZYMA HEALTHCARE ON 0306 742800 AND ASK FOR SALES SERVICES. 'SAVLON' IS A REGISTERED TRADEMARK. SJ 06/93



Zyma



Romantic Le Jardin relaunch

Max Factor are to relaunch their Le Jardin and Le Jardin d'Amour fragrances to give them a more timeless, romantic image.

The bottles have been redesigned to present an elegant curved image, with petal-inspired cap. The d'Amour fragrance will feature a matte black bottle with a ruby red cap, while Le Jardin will have a peach coloured cap.

The packaging has also been redesigned to complement the scents.

The new look scents will be available from August. Procter & Gamble (Cosmetics & Fragrances) Ltd. Tel: 081-231 8694.



Charlie goes Red

After the recent relaunch of Charlie, Revlon have announced a new fragrance, Charlie Red.

The fragrance comprises top notes of blackcurrant, orange flower, violet leaves and nasturtium. Heart notes include rose, jasmine, ylang-ylang and violet, while the base notes offer vanilla, tonka bean and heliotrope.

Dressed in scarlet, it is exclusive to Boots in July, and nationwide in August in EDT spray sizes: 15ml (£5.95), 30ml (£8.95), 50ml (£11.95) and 75ml body spray (£1.99). Revlon. Tel: 071-629 7400.

Gio in the bath

Giorgio Armani Parfums are introducing a bath and body care range to their Gio fragrance.

The range comprises: Bath and Shower Gel 200ml (£29.50); Soap 100g (£12.50); Body Cream 150ml (£45.00); and Body Lotion 200ml (£32.50). It will be available from August 30. Prestige and Cosmetics Ltd. Tel: 081-99 6699.

Pure & Clear sports new look

Alberto-Culver relaunch Pure and Clear with new packaging which, maintaining the product's environmental image, is recyclable.

The three variants of Conditioning Shampoo now come in a larger 300ml bottle (£1.89).

The range will be supported by a package comprising a £1.1 million women's quality press campaign, £50,000 PR campaign and in-store leaflets and coupon promotions. Alberto-Culver Tel: 0256 57222.



Plax and Actibrush add value

Beginning July 1, Colgate-Palmolive are running an added value promotion on Plax and Actibrush 250ml size, with wholesalers offering special prices.

A 19ml trial size pack of Total toothpaste will be attached to every 250ml bottle of Actibrush. Colgate-Palmolive Ltd. Tel: 0483 302222.

Press support for Femidom

Chartex, the makers of the female condom Femidom, are supporting Company magazine's latest sex supplement, to be published with the August issue of the magazine (on sale from July 8). Smith & Nephew Consumer Products. Tel: 021 327 4750.

On TV Next Week

GTV Grampian	C4 Channel 4	STV Scotland (central)
B Border	U Ulster	Y Yorkshire
BSkyB British Sky Broadcasting	G Granada	HTV Wales & West
C Central	A Anglia	M Meridian
CTV Channel Islands	CAR Carlton	TT Tyne Tees
LWT London Weekend Television	GMTV Breakfast	W Westcountry

Ambre Solaire:	All areas except CTV
Arrid Extra Dry:	LWT, A, C, Y, TT, U
Brut Aquatonic:	All areas except CTV, LWT
Colgate Total:	All areas
Cussons Imperial Leather soap:	All areas except LWT, GMTV
Impulse Dynamique:	All areas except CTV, LWT
Kwai garlic:	Y
Lil-lets:	C, A, LWT, CAR, BSkyB
Lynx:	All areas except CTV, LWT
Nice 'n Easy:	All areas
Nicotinell patch:	All areas
Scholl:	C, G, A, STV, Y, TT, GMTV
Shock Waves:	CAR, C4
Slim-Fast:	All areas
Sure Body Responsive:	All areas except CTV, LWT
Synergie Bio-Contour eye gel:	All areas except CTV
Wrigley's Extra and Orbit:	All areas

Immac attack shavers

Immac are launching a new television advertising campaign, targeted at those women who currently shave.

Running until the

second week in August, the advertisements will feature the Immac Roll-On Lotion.

Reckitt & Colman. Tel: 0482 26151.



This month Collection 2000 launch their own range of nine aftershaves and body sprays. The range includes Komos, Artemist, Obsolete, Zazu, Puerto Covanne, Galileo, Endless, Firelite and Baron. All are available as 100ml aftershave (£3.99) and 150ml body spray (£1.49). Counter displays and shelf units can be obtained from the sales team. Collection 2000 Ltd. Tel: 0732 453213

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C & D5

Our dual action stops itching soon



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and effective relief from itching
that lasts up to 10 hours. Previously only available



on prescription, Eurax Hc now joins its highly
successful stablemate Eurax antipruritic Cream
& Lotion, over-the-counter. The
combined appeal of Eurax heritage,
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ACTIVE INGREDIENTS: Eurax Hc contains Crotamiton BP 10% and Hydrocortisone BP 0.25%. **Indications:** Relief of inflammation and pruritus associated with irritant contact dermatitis, allergic contact dermatitis and insect bite reactions. **DOSAGE AND ADMINISTRATION:** Adults and children over 10 years: Apply sparingly over a small area twice a day for a maximum period of 1 week. Occlusive dressings should not be used. Not recommended for children under 10 years. **Contra Indications:** Hypersensitivity to any component of the formulation. Bacterial, viral or fungal infections of the skin. Acute exudative dermatoses. Application to ulcerated areas. Use on the eyes/face, ano-genital region, broken or infected skin including cold sores, acne and athletes foot. **Side-effects:** Occasionally at the site of application signs of irritation such as a burning sensation, itching, contact dermatitis/contact allergy may occur. Use in pregnancy and lactation: Use in pregnancy or lactation should only be at the doctor's discretion. **LEGAL CATEGORY:** P. **PRODUCT LICENCE NUMBER:** 0001/5010R. **PRODUCT LICENCE HOLDER:** Zyma Healthcare, Holmwood, RH5 4NU. **DATE OF PREPARATION:** January 1993. **PRICE:** £2.40.

Barclay Enterprise — enterprising business



Set up in July 1991 without the benefit of a trading customer base, Barclay Enterprise have risen in less than two years to become the third largest wholesalers to independent retail chemists in the UK. Serving 3,000 customers with a nationwide daily delivery service and a comprehensive stock range, the company is supported by a strong sales and management team

Countrywide links all year round

The distribution system developed by Barclay Enterprise is one of the keys to their success.

A fully integrated system, co-ordinated by Mike York, assistant managing director, is run 24 hours a day, 365 days a year.

Articulated tractor units and 40ft trailers link the main warehouse, a 155,000 sq ft facility in Talke, Stoke on Trent, with strategically placed satellite depots around the country.

The depots are located in Hoddesdon, Coulsdon, Avonmouth, Carlisle and Kilmarnock, enabling order to be despatched efficiently to any part of the country overnight.

Each of these satellite depots has a comprehensive stock of ethical and split medicines and runs a high frequency, daily delivery service using a fleet of transit vans.

OTC and bulk toiletry orders are delivered weekly via a fleet of 13 tonne HGVs.

High-tech service

To support this distribution system, Barclay Enterprise have invested heavily to install the latest risk technology computer systems at Stoke on Trent.

Each depot is linked by "megastream" land lines to the central facility.

This provides the customer with instant access to stock availability data via PMR computers and EPOS tills and ensures that orders placed at point of sale can be processed



quickly.

Support teams

In the field, Barclay Enterprise have a 40-strong sales team led by sales director, Jeff Poole. Every chemist customer receives a weekly visit, unique to Barclay Enterprise, 52 weeks of the year.

This visit provides an opportunity to transfer information on availability of promotional and seasonal sales as well as give help and advice on general retailing matters.

More stock choice

With a total of 29,000 stock lines, Barclay Enterprise can offer a truly comprehensive choice of ethical, OTC and health food lines to meet customer demand.

OTC and toiletries continue to be the backbone of the company and an enhanced range of own-label lines and promotional material has recently been developed by the marketing department.

The competitive pricing policy, for which the company is renowned, holds strong.

Ethicals — a good deal better

Barclay Enterprise runs a full-line, daily delivery of ethical lines. This is masterminded by UK ethical controller, Gary Winkle, who has 16 years' experience in the industry.

He controls a range of 14,000 items, including ethical medicines, surgical products, dressings and split patents, all of which attract substantial discounts.

Barclay Enterprise are proud of the fact that they offer the most competitive daily ethical

delivery terms in the marketplace:

- Ethical deliveries attract up to 11 per cent discount on sterling spend
- Split patent medicines attract nine per cent
- Customers can also benefit from a 2 per cent rebate on all Glaxo purchases over and above Glaxo discounts.

Via Simple Software, Barclay Enterprise can also supply a full range of PMR and EPOS systems to existing and potential customers at subsidised rates.

On ethical purchases, payment terms are by the thirtieth of the month following month of invoice.

Top 100 generics

With the growing importance of generics and PIs in mind, Barclay Enterprise have created

a separate price list to enable customers to see the top 100 lines supplied by the most competitive manufacturers at a glance.

They also continue to obtain *bonafide* and UK licensed PIs to offer guaranteed value and quality to customers.

Healthfoods — a single line success

Barclay Enterprise offer over 6,000 healthfood lines in splits to the retail chemist. This represents the largest range supplied by any wholesaler in the UK.

The company has recognised the growing interest in this market and the extended range enables the retailer to take advantage of both market trends and the enhanced

margins often associated with these lines.

The sales team will advise on product development, stock ranges and merchandising techniques to help the newcomer in this field.

Retailer training facility

A unique custom-built training facility to help independent retailers develop their retail skills has been added very recently to the site at Stoke.

A considerable investment has been made to equip the facility, which mimics a state-of-the-art shopfloor layout, with the latest technology.

Customers and groups can come to learn how to use the most sophisticated EPOS and PMR computer systems, developed by Simple Software, to improve the service they offer and enhance their profitability.

Pure platinum

Barclay Enterprise are continually growing their core customer base and anticipate a substantial increase by the end of the current year.

Established customers who have already experienced the enterprising culture of the company and benefitted from the full-line, 24-hour service are cared for by trained representatives and offered the best deals and advice available on the market.

For further information, contact Jeff Poole, sales director at: Barclay Enterprise Ltd, Linley Road Trading Estate, Linley Road, Talke, Stoke on Trent. Tel: 0782 784444. Fax: 0782 786682.



Points of law

Late payment penalties

Regulations have been introduced, to take effect from 19 April this year, which relate to the charging of interest on late-paid PAYE, that is, income tax and Class 1 and 1A National Insurance contributions for the year 1992/93 onwards.

Interest will also be charged on late paid Class 4 National Insurance contributions where notices of assessment have been issued on or after 19 April 1993.

Any interest due will now be shown on the same demand as that of the unpaid tax and the NI contributions to which it relates. This means that employers, and others assessed under Schedules D and E, will receive new-style demand notes.

A general warning about this change should be included on all payslip booklets, annual return reminders and demand notes. An advisory leaflet should be inserted in all annual returns issued to employers this year. It will also be included with all demands issued for unpaid Schedule D or E liabilities during April, May and June.

If you have any queries contact: Julie McClatchey, Room 14, New Wing, Somerset House, London WC2R 4LB. Tel: 071-438 6590.

UBR increase frozen for second year

Businesses facing higher rates bills as a result of the 1990 business rate reforms will have their rates increases frozen in real terms for the second year running.

This is being done under changes to the rating transitional arrangements announced by the Chancellor in the Budget. Rates bills will not rise by more than the rate of inflation as at September 1992 (3.6 per cent).

The Government will bring forward legislation to make this change at the earliest opportunity. But the rates bills issued by local authorities in the meantime will stand until the legislation comes into force.

The freezing of rates bills will also apply in Wales, Scotland and Northern Ireland where there are different systems, the rates bills will also be reduced by a sum which, on average, is expected to be in proportion to the reduction in England.



National Insurance contributions to rise

The Chancellor announced in his Budget the Government's intention to increase National Insurance contribution rates for employees and the self-employed from April 1994.

From 6 April next year, the Government proposes to increase by 1 per cent the Class 1 rate of employee National Insurance contributions to 10 per cent and the Class 4 rate for the self-employed to 7.3 per cent.

But the position of employees earning below the lower earnings limit and the self-employed with profits below the lower profits limit will remain the same.

The changes will raise about £1.8 billion in 1994/95 and approximately £2.2 billion in 1995/96. We are told that these increases are considered to be necessary to address the problem of the on-going deficit in the National Insurance Fund.

The National Insurance scheme works on the basis that contributions paid by employees, employers and the self-employed go towards the cost of contributory benefits such as retirement pension, widow's benefit, invalidity benefit and unemployment benefit. The amount collected in contributions also governs what the individual entitlement to the benefits will be.

The National Insurance Fund is financed on a pay-as-you-go basis. The money comes from contributions, interest from the Fund's investments and, from April 1993, a Treasury grant. This grant was provided for by the Social Security Act 1993.

As most employers, businessmen and women

appreciate, there are four classes of contributions:

- Class 1 is paid by employees on earnings between the lower earnings limit (LEL), this being £56 a week from April 1993, and the upper earnings limit (UEL), which is £420 a week from April 1993. Where earnings are at or above the LEL, employees pay 2 per cent on that sum plus 9 per cent for the balance of earnings up to the UEL. Provided earnings exceed the LEL, employers pay Class 1 contributions on all earnings at various rates.

- Class 2 contributions are paid by the self-employed at a flat rate, £5.55 from April 1993.

- Class 4 contributions of 6.3 per cent are also paid by the self-employed on profits between the lower profits limit (LPL) and the upper profits limit (UPL).

- Class 3 flat rate contributions are voluntarily paid to maintain or top-up a contribution record.

Under the Budget proposals for April 1994, the Class 1 rate for employees would rise from 9 per cent to 10 per cent and the Class 4 rate from 6.3 per cent to 7.3 per cent. The initial 2 per cent Class 1 payment and the rates of employer's contribution would be unaffected. Legislation is to be introduced to implement these proposals in the near future.

The Government still expects there to be a need for a Treasury grant for the next few years after the introduction of these increased rates. This is because the revenue is unlikely to be sufficient to eliminate the National Insurance Fund's in-year deficit for some time to come.

Personal and business tax are reformed and simplified

In the Budget, the then Chancellor Mr Norman Lamont proposed a number of reforms to improve and simplify the tax system.

His proposals included changes in the following categories of personal and business tax:

- The assessment and collection of personal tax will be simplified as of 1996.

The option of self-assessment will be given to the eight million people who fill in tax returns each year, and the Inland Revenue is to apply the same rules to income from different sources. Efforts will be made to simplify tax for the self-employed.

- From April 1994, the taxable benefit of a company car will be linked to its list price rather than its engine size. Discounts for high business mileage and older cars will remain.

- From April 1993, sports facilities which are provided at the workplace will be exempt from tax. A new standard charge will apply to vans which are made available by employers for private use by their drivers.

- The relocation expenses paid by employers which qualify for tax relief will be limited to £8,000, and the relief for the continuing costs of moving to a higher cost area will be withdrawn. The present requirement to sell an existing home to qualify for relief is abolished.

A range of other measures affecting businesses were also announced:

- The rate of advance corporation tax will be reduced to 22.5 per cent for 1993-94 and 20 per cent from 1994-95.

- Traders will be able to claim VAT relief on bad debts after six months rather than after a year.

- More traders will be able to account for VAT on a cash basis. The turnover upper limit for cash accounting scheme qualification will rise by £50,000 to £350,000.

- The threshold above which traders are required to register for VAT will rise from a turnover of £36,600 to one of £37,600.

- VAT penalties which can be imposed on traders making late returns and so on will be eased, and there will be more flexibility in applying them.



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Abbreviated Product Information. Presentation: Each white tablet engraved PARAMOL contains 500 mg paracetamol BP and 7.46 mg dihydrocodeine tartrate BP. **Indications:** For the relief of headache, migraine, feverish conditions, period pains, toothache and other dental pain, backache and other muscular aches and pains. **Dosage and Administration:** PARAMOL should, if possible, be taken during or after meals. *Adults and children over 12 years:* 1 or 2 tablets every four to six hours. Do not exceed 8 tablets in any 24 hour period. *Children under 12 years:* Not recommended. **Contra-indications, Warnings, etc:** *Contra-indications:* Respiratory depression, obstructive airways disease. *Precautions:* Dihydrocodeine may induce the release of histamine, therefore caution should be exercised before dispensing PARAMOL Tablets to asthmatic patients, or patients with allergic disorders. *Use in pregnancy and lactation:* There is no or inadequate evidence of safety in human pregnancy but the drug constituents have been used for many years without apparent ill consequence. *Side-Effects:* Side-effects are rare in therapeutic doses. Constipation, if it occurs, is readily treated with a mild laxative. **Legal Category:** P. **Package Quantities and Price:** £2.19 for pack of 12 tablets. **Product Licence Number:** PL 0337/0190. **Product Licence Holder:** Napp Laboratories Limited, Cambridge Science Park, Milton Road, Cambridge CB4 4GW. UK. Tel. 0223 424444. Member of Napp Pharmaceutical Group. Further information is available from Napp Laboratories Limited. Date of Preparation: 11.5.93. ©PARAMOL and the NAPP device are Registered Trade Marks. ©Napp Laboratories Limited 1993.

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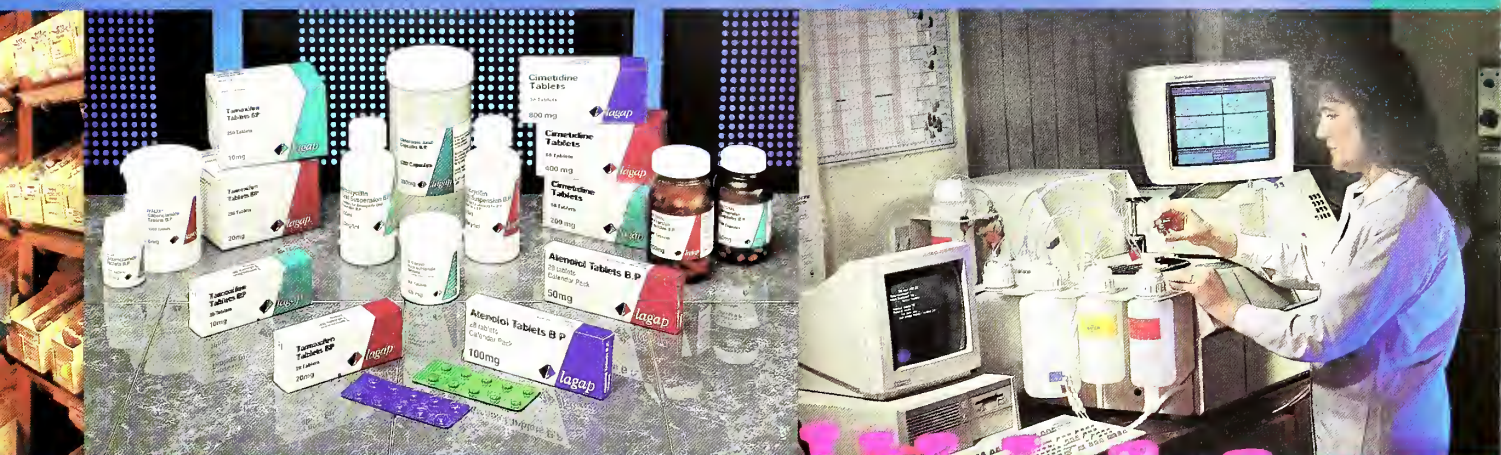
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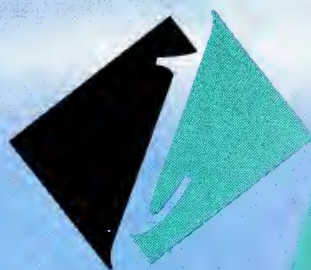
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The right chemistry

Whistling in the dark

In the first of a series of quarterly surveys of business confidence in the pharmacy sector, pharmacists appear confident about their own businesses but are negative about the sector as a whole, reports Business Editor Zack Goldring

The economy is still bumping along the bottom. That is the central conclusion to be drawn from the first Business Trends Survey produced by *Chemist & Druggist*.

C&D have assembled a panel of 350 representative pharmacists to provide us with their feelings about the past three months' trading and their assessment of the next three months. This first survey covers the first quarter of the year and prospects for the second quarter.

The most encouraging outcome of the survey is that a majority of pharmacists have seen an increase in the volume of prescriptions handled in the first quarter compared to a year ago — 68 per cent of the panel saw an increase, 20 per cent found volumes much the same while just 12 per cent saw a decrease in the number of scripts coming across the dispensary, making a positive balance of 56 per cent.

However, when the figures are broken down by turnover it is clear the larger the business, the more they have experienced an increase in script volume. Shops in the over £1 million a year turnover category scored a positive balance of 82 per cent, those in the £500,000 to £999,000 range recorded a positive balance of 65 per cent, shops with a £350,000 to £500,000 turnover showed a net positive balance of 57 per cent and those in the smallest category, under £350,000 turnover a year, showed a 43 per cent positive balance.

Q2 doubts

Regionally, the south east and the north west did least well with scripts with scores of plus 44 per cent and plus 39 per cent respectively compared to between 64 and 70 per cent in the rest of the country.

But when we asked the question about prospects for the second quarter, the doubts began to creep in. The plus balance halves to 28 per cent (40 per cent expect an increase year-on-year in the second quarter, 12 per cent expect a decrease) and some 46 per cent expect volumes to remain about the same.

In terms of type of shop, the figures break down as plus 26 per cent for independents, plus 42 per cent for the head shop of a group and plus 30 per cent for a branch shop of a group. In each case, the biggest figure is for those who expect the second quarter to roughly mirror the same period in 1992.

Sales excluding NHS prescriptions have increased year-on-year in the first quarter

for almost half the C&D panel, though 24 per cent saw sales fall, leaving a balance of plus 25 per cent. Independents did least well, with a positive balance of 21 per cent recording a rise compared with the multiples' 33 per cent.

When the figures are broken down by shop turnover, the difference is even more marked, with a positive balance of just 12 per cent in the smallest category, rising to 18 per cent in the up to £500,000 sales a year category, then leaping to a plus balance of 45 per cent and 56 per cent in the top two categories.

Natural optimism

There are important regional variations, too. In Wales there is a balance of 0 per cent; in other words, as many pharmacies experienced a fall in sales as experienced a rise. The south east results are almost equally poor, scoring a positive balance of just 4 per cent. At the other end of the scale, Scotland recorded a positive balance of 55 per cent, with 66 per cent saying they have seen sales rise year-on-year in the first quarter.

Pharmacists' natural optimism was to the fore once more when we asked them about their expected sales excluding NHS prescriptions for the

second quarter. A balance of plus 40 per cent expect sales in the second quarter to be up year-on-year in April, May and June and there is little variation in the response from independents and multiples. Once again, the larger the store, the more optimistic the manager is for this kind of business.

The trend recorded in volumes of stocks is perhaps a more accurate pointer to the average pharmacist's state of mind. Almost half our panel, some 48 per cent, said they had the same level of stock in the first quarter as a year ago and 57 per cent expect to have the same stocking levels year-on-year in the second quarter. Moreover, the positive balance on stock levels falls from plus 11 per cent in the first quarter to plus 8 per cent when the panel was asked to estimate for the second quarter of the year.

South east hit

It is noticeable that, on stock levels, independents have been more positive than the multiples. Independents recorded a balance of plus 14 per cent for the first quarter of the year compared to around 5 per cent for the multiples. For the second quarter, independents' expectations of

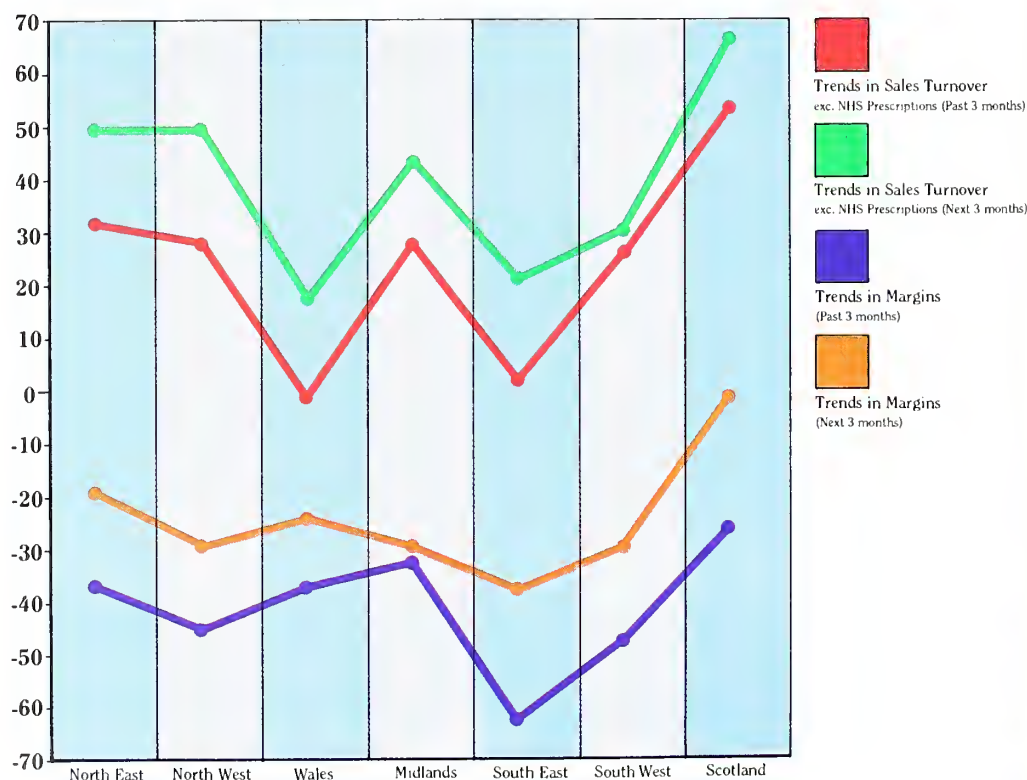
stock levels eases to plus 10 per cent, still well above the 3 to 4 per cent of the multiples.

The regional breakdown indicates that businesses in the south east have been most pessimistic, lowering their stockholdings. They record a negative balance of 12 per cent for the first quarter, which rises to only minus 5 per cent when they are asked to estimate for April to June.

Surprisingly, Wales shows a positive balance for the first quarter of plus 27 per cent, though this plunges to minus 9 per cent for estimates of the second quarter. Similarly, the figure for the south west tumbles from plus 26 per cent for the first quarter to plus 11 per cent estimated for the second. It looks as if those who did increase their stock levels in preparation for the fabled upturn in the economy may have burned their fingers.

Nevertheless, our survey figures for trends in the value of stocks held year-on-year are more upbeat. Around half the panel said stock values are up on a year ago for the first quarter with only 15 per cent saying they were down, a positive balance of 34 per cent. However, estimates for the second quarter show the plus

Continued on p1178

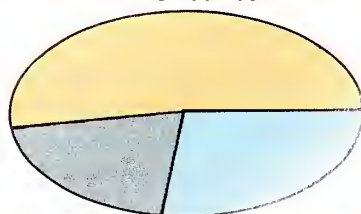


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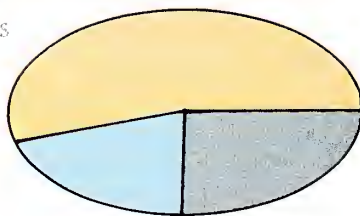
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Sales turnover trends

Toiletries

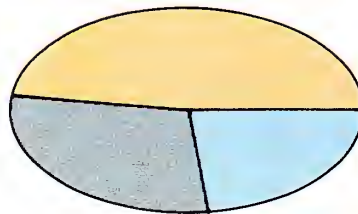


Past 3 months

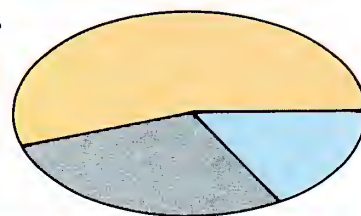


Next 3 months

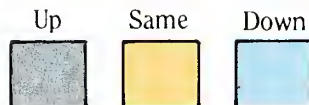
Babycare



Past 3 months



Next 3 months



balance dip to 21 per cent with 46 per cent, expecting stock values to be the same as a year ago.

Margins squeezed

Trends in margins show pharmacy managers at their gloomiest, with a negative balance of 41 per cent saying margins are up — in other

with minus 24 per cent.

Prospects for margins are slightly less downbeat, with a balance of minus 24 per cent overall expected for the second quarter. In Scotland, pharmacy managers are expecting, on balance, to achieve margins no worse than a year previously.

In our survey of sales turnover trends, the results

recessions make people feel ill!

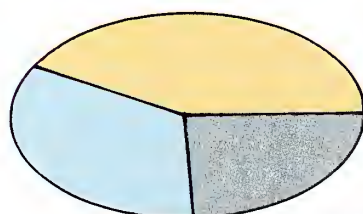
On the whole, our respondents appear to be optimistic about the economy, reflected by the fact that while expectations for the year-on-year sale of medicines are not as strong for the second quarter, product sectors like fragrances, cosmetics, toiletries and baby care all show

businesses. This can only be interpreted as a tribute to the entrepreneurial spirit of the modern pharmacist.

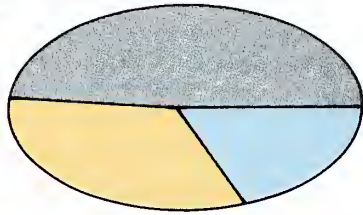
Better times ahead

The optimism/pessimism scales converge when the timescale is extended to six months; the negative balance for the pharmacy sector improves to

Photoprocessing

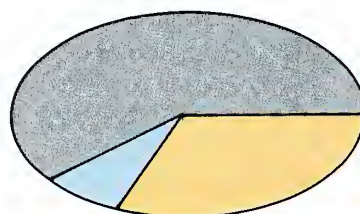


Past 3 months

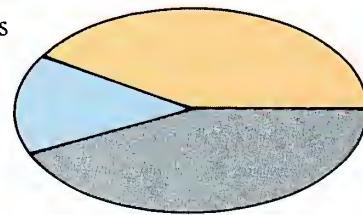


Next 3 months

OTC Medicines



Past 3 months



Next 3 months

words, 48 per cent experienced a drop in margins year-on-year in the first quarter against just 7 per cent achieving an increase. This does not vary much with the type of shop — both independents and multiples had the same experience, it seems — but stores with turnover of over £1 million, the top category in our survey, appeared to have held margins better than their smaller counterparts with a negative balance of minus 12 per cent.

Regionally, again the picture looks gloomy, with the south east once again at the bottom of the pile with a balance of minus 62 per cent, followed by the south west with minus 47 per cent, the north west with minus 44 per cent and the Scots, once again in the lead,

range from fragrances, with a balance of minus 52 per cent saying sales were up in the first quarter on a year ago to OTC medicines which score a robust plus 60 per cent.

Poor sellers

Notable poor sellers were cosmetics (minus 33 per cent), toiletries (minus 10 per cent) and photoprocessing (minus 11 per cent). On the up side, medicines were to the fore, with analgesics scoring plus 49 per cent, cold remedies plus 41 per cent and indigestion cures plus 25 per cent.

Vitamins scored well, too, with a positive balance of 21 per cent. None of this is out of kilter with the view that the economy has yet to recover significantly and that

improvement for second quarter expectations.

Photoprocessing shows particularly spectacular improvement from the first to the second quarter, another indication that pharmacy managers are expecting — or at least hoping for — an improvement in economic activity generally.

Our survey has two optimism versus pessimism scales, for the respondents' own businesses and for the pharmacy sector as a whole. The results here were especially telling. A balance of minus 28 per cent of all of our panel are pessimistic for the next three months about the pharmacy sector as a whole, but a positive balance of 25 per cent are optimistic about the prospects for their own

minus 19 per cent while the balance for our respondents' own business prospects remains the same, at plus 25 per cent.

We employed a third optimism scale for the retail sector as a whole. Here the balance rises from plus 5 per cent on the three-month horizon to plus 17 per cent when the timescale rises to six months. So it seems that even if recovery is not here yet, pharmacy, at least, has its eyes on better times ahead. Look out for the next *Chemist & Druggist* Business Trends Survey in three month's time.

●C&D's Business Trends Survey questioned a representative panel of 350 pharmacies across the country. Only two of the panelists failed to return their questionnaires.

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- OVER £2 MILLION TV SPEND THIS SUMMER



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In addition to supplying diagnostic equipment for home use, pharmacists are becoming increasingly involved with 'near patient testing'. Charlotte Coker looks at the current state of play in both areas and likely future developments

OPPORTUNITY KNOCKS

And, although no figures are available, they say the supply of blood glucose meters is a rapidly growing area. (The eight meters available in the UK were examined in *Drug & Therapeutics Bulletin* Vol 13, No 8, April 13, 1993.)

At Bayer Diagnostics, marketing director Dr David Martin says: "There's a major role for pharmacists in supplying blood glucose meters and finger pricking devices direct to the patient."

With the wider use of blood glucose meters, pharmacists will need to show the devices,



Picture courtesy of Bayer Diagnostics

The area of pharmacy diagnostics provides pharmacists with a golden opportunity to extend their role.

In addition to pregnancy and ovulation tests, blood glucose testing, cholesterol testing and blood pressure monitoring have been introduced as services in some pharmacies with varying degrees of success.

But despite the reservations expressed in some quarters, the general feeling among the profession and manufacturers is that pharmacists' involvement in diagnostics should and will increase.

Blood glucose tests

One of the main areas of involvement for pharmacists at present is supplying meters for monitoring blood glucose at home.

Some 5% of people with diabetes regularly monitor their own blood glucose levels, say Boehringer Mannheim. They estimate that last year, more than 2.1 million packs of 50 blood glucose testing strips were supplied, about 1.7 million of them by pharmacists.



Promotional support for Accutrend comprises POS, leaflets, and advertising in *Balance* magazine

explain how they work, and talk about the important aspects of technique, quality assurance and quality control to ensure that users are carrying out the tests properly and the meters are operating correctly, he explains.

Since the patient is likely to visit the pharmacy routinely with prescriptions for blood glucose strips, pharmacists may also need to provide back-up advice on any problems with the meter, he suggests.

A helpline manned by a practice nurse is available for patients to get advice on use of the Glucometer, say Bayer.

The company also sees themselves as having a key role in educating health professionals. Last year, in co-operation with the National Pharmaceutical Association and the British Diabetic Association, they sponsored an information pack for pharmacists which was sent to every pharmacy in the UK.

The company currently produces a newsletter called *Target* aimed at hospital practitioners and are looking at the possibility of producing



Gluculet: half a million people monitor their own blood glucose levels a version for pharmacists

Screening for undiagnosed diabetes is acknowledged as a role for which the pharmacist is ideally suited. A working party of the BDA, in its report on population screening for diabetes, concluded that: "Ideally, population screening for diabetes would take place within the context of general practice, where appropriate laboratory and follow-up care is available."

However, the working party recognised that mass screening may be undertaken elsewhere and drew up recommendations for safe and careful practice.

In 1991, the Pharmaceutical Services Negotiating Committee launched a pilot study to examine the community pharmacist's role in offering blood glucose testing to screen for undetected diabetes. The trial met with some success, yet blood glucose screening appears not to have caught on.

"It's not very sexy," says Anglo European Health's Ivor Shapiro. "Valid as it is, people don't get emotional about it. This is why it doesn't work."

At Bayer, Dr Martin cautions that this area needs to be handled with care. "For the pharmacy professional wanting to go down the route of screening, clearly a lot of important issues of quality assurance, follow-up advice and counselling have to be taken into consideration."

He suggests that pharmacists should contact "the experts" at their local pathology laboratory to ask for advice and guidance. Close collaboration with local GPs is also important, says Dr Martin.

Cholesterol tests

For those thinking about getting involved in cholesterol, a good starting point is the review by the NPA's head of information, Mary Allen, in Pharmacy Update (C&D 20 March).

The NPA has also produced a handbook entitled *Cholesterol Screening in Community Pharmacies*, available free to members or £5 to non-members. It is also important to read through the Royal Pharmaceutical Society's guidelines.

Boehringer Mannheim say that cholesterol testing in

community pharmacies has not grown as fast as previously anticipated probably because of a combination of initial costs, the inconvenience of using certain systems and a lack of local promotion of the service. The company provides a "local" PR support kit for pharmacists. Ivor Shapiro at Anglo European Health says that although cholesterol screening has not taken off in pharmacies, it is not because there is no demand for it.

"The demand is wide-ranging," he says. "But there is still a long way to go in convincing the pharmacist himself that this is the way forward."

Mr Shapiro believes that problems arise when pharmacists look at cholesterol testing as a money-making venture. If the service does not appear to be making them money, some pharmacists lose interest.

He believes that if it is looked on purely as a service for customers, the business will benefit generally through the development of loyal customers and related sales.

"Pharmacists shouldn't exclude themselves; they are the ideal people to be testing," advises Mr Shapiro.

The two potential problems he highlights are lack of physical space in some pharmacies and some pharmacists' poor communication skills.

He says that training is all-important, and emphasises the importance of counselling. He agrees that diagnostics should be included in the pharmacy undergraduate syllabus and is heartened to see that some schools of pharmacy have purchased systems.

Mr Shapiro also sees a need for home cholesterol tests, but cautions that this is not for the first time user. It is for those who are monitoring their condition, he stresses.

All in one

In May, Unichem launched a new system called the Primetest Diagnostic System. It is the first integrated system to produce an overall risk assessment of the likelihood of cardiovascular disease, says the company.

It measures blood pressure, cholesterol, blood glucose and

haemoglobin. Based on the results of these tests and other relevant information, such as weight, height and smoking habit, an overall risk assessment of cardiovascular disease is made and printed out.

Unichem suggest charging £18.95 for a test. The Primetest costs £1,500, with lease terms available, and comes with an information pack including customer leaflets, suggested GP letter and suggested local press advertisement. Pharmacists can arrange for a demonstration by calling 081-391 2323.

What next?

Health screening in pharmacies will certainly continue to expand. The demand from consumers is likely to increase, and fundholding GPs may decide to opt for the diagnostic services of their local pharmacy, with all its inherent benefits.

A recognised expert in the field of pharmacy diagnostics, community pharmacist Terry Maguire believes that remuneration is a vital factor in ensuring the viability of any professional clinical service, and the widespread adoption of the service by community pharmacists, rather than their restriction to the more enthusiastic pharmacists.

The areas into which pharmacy diagnostics is likely to expand include body mass index, body fat assessment, peak flow monitoring, monitoring theophylline blood levels, checking for abnormalities in urine

and occult blood in faeces.

Haemoglobin analysis is now at the "home test" stage, say BHR Pharmaceuticals, and others that will shortly be available for home use are *Chlamydia*, group A and B *Streptococcus*, infectious mononucleosis, Lyme's disease and a monoclonal occult blood assay to detect colon cancer.

Whether or not pharmacies are suitable for HIV testing is still under debate. The two problems highlighted by Ivor Shapiro are the need to ensure that the test is carried out correctly and the question of what to do with the result.

His company is presently looking at an HIV test made by a company in America, but nothing will happen for at least a couple of years.

BHR Pharmaceuticals believe the problems associated with HIV testing could prove insurmountable, not least because under the Bill on HIV testing, it would be an offence for pharmacists to offer this service as an OTC test.

Other concerns revolve around the legal requirements regarding the conditions under which the test should be performed and disposal of the completed test.

In the abstract of a paper Dr Maguire delivered in April, he said: "Presently, consideration is being given to the measurement of drug blood levels (therapeutic drug monitoring) and the use of biochemical markers such as uric acid, potassium and urine protein levels to monitor for adverse drug reactions."

"Near patient testing is currently provided to the patient on request at the pharmacy. There are also plans to have tests provided to GPs within the NHS and this includes, initially, pregnancy tests. A number of pilot studies are investigating the potential benefits of a TDM service."

"A pharmacy-based near patient testing service provides the opportunity for the pharmacist to become more actively involved in the therapeutic management of patients. This clearly has the potential to reduce the incidence of adverse drug reactions and improve disease management while also reducing NHS costs."



Lipotrend: pharmacists need convincing about cholesterol tests

Great expectations

Pharmacists can expect great things from pregnancy testing and, as awareness grows, the market for ovulation testing will bear fruit

In Britain each year, over one million pregnancy tests are sold, worth some £10.2 million at rrp, say Carter Wallace. At the same time, one million professional tests are carried out, half of them by pharmacists.

According to Nielsen, the size of the home pregnancy test market (excluding Boots) is 754,890 units, up 1 per cent year on year.

But at Unipath, UK OTC product manager Lucie Austin believes that this does not reflect the market's true potential.

"Market growth has slowed down but we believe there is still a lot of room for growth in the market, because there are a lot of women who don't even know about pregnancy tests," she says.

One area of the market that is showing extensive growth is single tests, from just over a third of the market to just under half. However, Ms Austin describes this trend as "alarming", explaining that, although it may be cheaper for consumers, it is not always accurate.

She says: "It's important for pharmacists to understand why there are two tests and why they should be stocking both lines."

Essential line

The double test is the more essential line because of medical advice that women should retest three days after the initial test, she explains.

A retest is necessary because with tests that can be used on the day a period is due or the day after, there is the potential for error due to miscalculation of dates, since many women have irregular cycles.

"The tests are 99 per cent accurate provided women are testing on the right day," says Ms Austin.

Advanced technology is the key to success in this market, say Chefaro. They have updated Predictor as a "dip and read" test that is dipped in urine for 10 seconds and produces a result in four minutes.

Unipath's product manager Chris Clancy says: "We have also come up with the benefits of the new 'dip and read' tests on-pack to give customers every confidence in the result."

Carter-Wallace is also a growing preference for one-step tests at the expense of cup tests. Since Discover Today went one-step last July, its brand share has risen from 5.9 per cent to 12.9 per cent, says the company.

Advice from Unipath's Lucie Austin on how pharmacists can ensure they are deriving maximum benefit from selling pregnancy tests is that they need to be visible. They offer a high return and it makes good

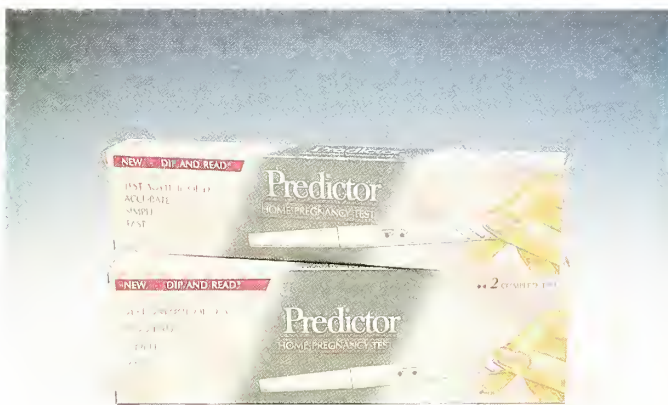
counter is not the best thing for the market or the consumer. Potential customers could assume that the pharmacy does not stock them, leading to lost sales.

There are two options for

To accompany in-pharmacy testing or the sale of home tests, Carter-Wallace recommend that easily accessible patient literature is displayed for those who prefer to silently digest written



Clear Blue: being advertised in women's magazines



Predictor has been updated as a "dip and read" test

business sense to have them out on display, she says.

"Most important for home pregnancy tests is that they are self-selected. Consumers don't want to have to ask. They like to pick up the pack and see the product benefits. It's less embarrassing for them," she explains.

Placing the kits behind the

siting, Ms Austin suggests. The best site is with the family planning products, and next best is with the sanpro.

On the number of facings of each brand, Ms Austin recommends devoting shelf space in relation to market share. Unipath can make this information available to pharmacists, she says.

material on this topic rather than voice questions.

Top professionals

Pharmacies are winning in the arena of professional tests and this trend will continue, says Unipath's international product manager Susan Paterson. Her advice to pharmacists is to "make sure it's very clearly visible that you offer the service". Unipath supply window stickers for this purpose.

With many GPs no longer having access to pregnancy testing services, patients are being advised to buy a test and come back with the results. This will be a continuing trend, says Ms Austin.

She adds: "I think there will continue to be a move away from GP and hospital testing; I think it will be split between pharmacy testing and home tests."

Ms Paterson says: "Some women still see the pharmacist or the doctor as the person to go to for a pregnancy test." She says this has less to do with the cost of the service and more to

Top five brands

Clearblue One Step
Predictor
Discover Today
First Response
Early Bird
Source: Nielsen

do with a woman's level of confidence.

Whether a woman opts for home testing or in-pharmacy testing depends on her particular priorities, say Unipath. Home testing is private, allows brand selection, is conducted in the convenience of the user's own home and allows her to be the first to know the result. On the other hand, in-pharmacy testing is conducted by a professional, is generally cheaper and enables the woman to request advice immediately the result is known.

Manufacturers also believe that a small area for quiet consultation is important for in-pharmacy pregnancy testing and will become increasingly so.

In 1990, when Carter-Wallace asked women if they thought the pregnancy tests they could buy from a pharmacy and use at home were as accurate as the test a doctor would carry out, 36 per cent said the GP test would be more accurate. Since then the company has concentrated their efforts on correcting this misapprehension.

A new professional test Card O/S was launched last month by BHR Pharmaceuticals. Available in packs of 30s or 100s, it is a one-step test that can be used the day the period is due and produces results in less than five minutes. It is featured in BHR's mailing promotion to pharmacists this month.

Educating women

"There's still a lot of ignorance in the whole area of pregnancy and fertility testing. One of the big jobs that we have is to try and educate women as to what they can do for themselves and what's available for them," says Ms Austin at Unipath.

The company is spending £500,000 on an advertisement campaign in women's magazines for Clearblue which ends in October.

For the first time, one of the adverts is targeting women who do not want to be pregnant. Ms Austin says: "It's a new strategy for us which is quite experimental, but I think that when you are brand leader you cannot afford to miss out 50 per cent of your target audience."

Unipath run two consumer promotions a year, the first of which is just coming to an end and features a free information booklet on-pack.

For the trade, there are consumer leaflets, available from reps or direct from Unipath. There is also POS material in the form of showcards, counter units and shelf edgers.

Unipath run advice lines for consumers and pharmacists, manned by trained staff who

are able to provide immediate answers to a wide range of questions (tel: 0234 328656). And when there is sufficient demand in an area, the company holds training sessions aimed at assistant level to be accessible to both sales staff and pharmacists.

On the professional side, there are window stickers and results pads, as well as trade promotions. All the tests benefit from wholesaler price promotions.

Chefaro are supporting Predictor with a £500,000 advertising spend. They have developed their "news" theme campaign which will appear in targeted national press.

Chefaro's Chris Clark says: "It

there is an advertising and PR budget of £350,000.

The company also produces POS material and provides an advice line operated by trained advisers.

Fertility rights

Carter-Wallace value the ovulation prediction market at £1.5m. It is much smaller than the pregnancy tests market because there are problems with awareness at consumer and medical level, say Unipath's Lucie Austin.

GPs still generally recommend temperature measurement for women having problems conceiving. But Ms Austin believes the market will benefit from the Royal

Unipath run a separate advertising campaign for Clearplan even though the market is relatively small because they believe there is potential for growth. A campaign is planned for this year.

Raising awareness of the issues surrounding sub-fertility was the goal of the UK's first ever National Fertility Week (May 8-15).

Carter-Wallace sponsored the Gift of Life Exhibition which featured paintings on the themes of fertility and infertility. Twenty per cent of the sale price of these paintings was given to charities supporting sub-fertile couples.

Product manager Andrea Sharrock says: "At First Response, our main aim is to help couples realise their dream of parenthood from ovulation, the potential of creation, through to confirming pregnancy."

The company also produces a range of literature for consumers which is suitable for in-store display and can be useful as an educational tool for counter staff who may need to offer guidance to users.

Unipath believe that as consumer awareness grows, the market will grow. Ms Austin says there is unlikely to be a proliferation of brands on the market because research costs are high.



First Response: free literature for consumers, pharmacists and healthcare workers



Professional test Card O/S produces results in five minutes

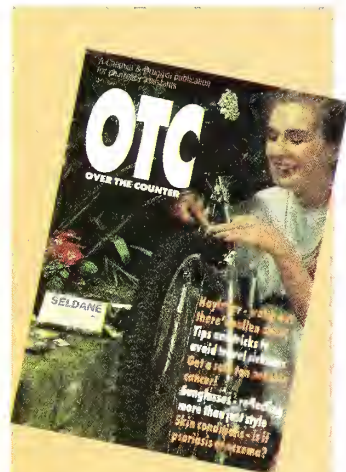
is essential that we have a consistent advertising presence as our prime target audience changes every month."

The company is also running special offers and promotions, including the on-going make-up bag promotion.

To support First Response, Carter-Wallace have a £500,000 promotional and advertising spend, and educational activity in women's magazines. They also supply a free range of educational literature to consumers, pharmacists, GPs and nurses. For Discover Today,

College of Obstetricians and Gynaecologists' latest guidelines for infertility practice, in which they no longer recommend basal body monitoring as a means of predicting ovulation. The only other effective method is an ovulation test, says Ms Austin.

The company is attempting to build awareness through mailings to GPs, contact with obstetricians and gynaecologists through a drug company sales force, educational material for the trade and advertising to the consumer.



Calling all manufacturers

The second issue of the new-look *Over the Counter*, *Chemist & Druggist's* bi-monthly supplement for pharmacy assistants, is currently in production.

Each issue of *OTC* tells assistants about additional literature and information available on the articles which appear in that issue. Topics covered in the next *OTC* include baby care, photography, athlete's foot and childhood diseases.

Anyone producing health literature on these topics who feels it may be of interest to pharmacy assistants, should send a copy to John Skelton, Editor, *Over the Counter*, Benn Publications, Sovereign Way, Tonbridge, Kent TN9 1RW.

Pay offer: PSNC on a sliding scale

It has come to my committee's attention that at the latest plenary meeting between the Pharmaceutical Services Negotiating Committee and the Department of Health, four remuneration packages were offered to community pharmacy.

One of those offers fitted almost exactly the settlement ideal laid down publicly by PSNC chairman David Sharpe on many occasions. On offer was a threshold of 1,000 items per calendar month and a dispensing fee of 152p.

Our understanding is that not only did the PSNC not accept this offer, but it counter-proposed that a sliding scale should be introduced for payment of a Practice Allowance between 1,000 items and 1,600 items per month with a standard flat rate of 110.2p.

If the above is true, then surely those concerned at the PSNC should do the honourable thing and resign. If it is not, we should be told now so that the profession can maintain the momentum of the highly successful publicity campaign to achieve a proper settlement from the Department.

J.M.Christensen
Chairman, Avon LPC

Editor. PSNC chairman David Sharpe says: "The above letter is inaccurate in many respects and implies that the PSNC is not keeping contractors fully advised. [See p1154 for a report of the plenary meeting and DoH Practice Allowance payment models, and p1155, story end.]

1. The Department's original offer has not been superseded or withdrawn, so the campaign should continue.

2. The four remuneration proposals were discussion documents, not offers, and had many defects:

- they related to a September 1 restructuring which is totally unrealistic

- they related to 1993-94 only and did not show what would happen in 94-95 and 95-96
- the level of the professional allowance was only £200 per month, which is considerably lower than the PSNC envisage for the longer term

- your correspondent refers to a dispensing fee of £1.52. But a two-tier fee was suggested with a second tier fee of £1.

3. The PSNC did not make any counter-proposals at the plenary meeting but undertook to take the models back to the PSNC for discussion.

4. The PSNC is considering a number of options through to 1995-96, but the proposals mentioned above are nothing

like our current proposals for 1993-94.

PSNC has kept contractors informed of the state of negotiations at plenary level and will continue to do so."

Not Phased at all ...

I note with interest AAH views on ethical endorsing and Link's current problems with Drug Tariff regulations and "secret" Prescription Pricing Authority policies (C&D, last week).

Mediphase had the luxury of developing their system free from the intense market pressures that AAH and other suppliers are under and, although these pressures inevitably led to the release of poorly-conceived Mediphase lookalikes, I am unaware that any of these are "bordering on illegality" as AAH claim.

There is a considerable supply of incorrect and out-of-date information on some systems, but the burden of legality always rests with the user.

But Mediphase believe that PPA practices should not be secret, and we have always had a policy of making information available to interested parties, including AAH.

Maurice Leaman
Managing director, Mediphase

Smack on the lips from ICI ...

Having lobbied for the POM to P change for Zovirax cream, many small independent pharmacists will be dismayed at the thanks they have got from Wellcome.

Having a monopoly on its sale, they have taken the chance to abandon their normal 33 per cent on return basic margin to pharmacists and have joined the ranks of other companies now expecting you to work from 9am to 7 or 8pm at night for a derisory 23 to 28 per cent margin unless you agree to act as stockrooms for them.

What is more, they then send a rep with misleading tables of margins which include wholesalers' discounts, which we all know go straight to the Department of Health.

One would have thought that, at this time of considerable hardship for independent pharmacies, and with the increasing pressures being brought to bear on their viability by the DoH, Wellcome would have been more sensitive to this issue — especially as its own development owes something to the efforts of the same pharmacists!

Atul Patel
London EC1

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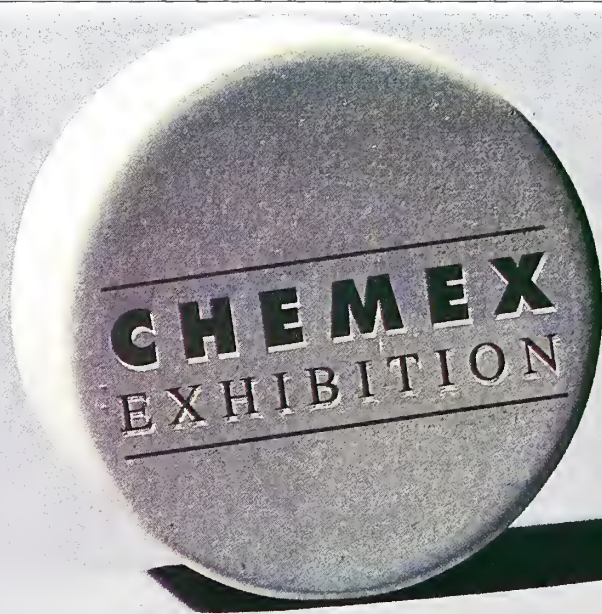
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AAH: trading in a tough climate

Pre-tax profits for AAH Holdings dipped from £42.8 million in 1992 to £41.9m this year. However, the 1992 profits include a £6.6m exceptional profit arising from the sale of the Weevsown subsidiary. With this figure stripped out, pre-tax profits are up 16 per cent.

In the group's preliminary statement, chairman John Padovan says: "Our response to a generally tough climate has been to lower our operating costs, strive for maximum purchasing efficiency and to seek continuous improvement in our services to customers."

The group's healthcare division has maintained growth with an 11 per cent increase in sales to £1.16 billion, while trading profits are up 17 per cent to £31.3m.

Tellingly, the net margin is up from 2.5 per cent of sales to 2.7 per cent.

Over the past year AAH have been able to integrate the Medicopharma wholesale operations, expand their retail chain, develop their computer services business and buy into the Irish wholesale market with the acquisition of Cahill May Roberts.

Pan-European

Figures for CMR alone show sales of £35.6m and a trading profit of £900,000 on a net margin of 2.5 per cent. "Our strategy is to provide a service capability across the European Single Market," say AAH. The Irish acquisition is with this in mind.

Within the healthcare division, wholesale and agency distribution in the UK continues to be the bulk of the business. Sales for this operation are up from £999.7m to £1,049.2m, an increase of just under 5 per cent. Trading profits are up over 16 per cent to £22.8m, while net margins have improved from 2.0 to 2.2 per cent.

Part of this increase is put down to a high proportion of customers transferring across from the now-defunct Medicopharma business.

Competition

The distribution of drugs to hospitals has attracted interest from AAH's competitors, and the

company has experienced "some minor erosion in sales". Nevertheless, this is more than redressed by an exclusive contract for Smithkline Beecham's hospital distribution, according to the company.

On the OTC front, AAH say the sector has become increasingly competitive during the year. Nevertheless, the company's own-label sales have made progress, it says.

During the year a new packaging factory was opened for the Hillcross brand of generics, providing "much-needed" new capacity.

Still in the healthcare division, AAH's retail pharmacy chain continues to expand. AAH Pharmacy Concessions have added some 65 outlets during the year at a cost of £34.6m. AAH currently have a grand total of 224 pharmacies.

Net sales in the pharmacies rose 85 per cent to £58.9m, while gross sales were up 43 per cent to £100.2m.



This year's president of the Royal Pharmaceutical Society Nicholas Wood has opened the new headquarters of Surgichem as his first official engagement. From left to right: Norman Niven, md of Surgichem; Bruce Rhodes, pharmaceutical advisor; Nicholas Wood, president, RPSGB; and Dr Andy Gitsham, director of professional services, inspect one of Surgichem's Nomad systems at Stockport's Surgichem House

Comware target pharmacists

An electronic data collection system which enables branches to exchange retail information automatically with management offices is being offered to pharmacists by Comware International.

The company maintains that the system allows retailers operating from more than one

branch an instant picture of their day's trading activities.

The system, known as Data-Exchange, uses a centrally based pc to collect the information via a telephone line.

Data-Exchange costs £5,000 for the central server software and branch software costs £95 per site. Tel: 0483 761686.

All change at Crookes Healthcare

Kevin Wilson and Malcolm Phillips, respectively the managing director and sales director of Crookes Healthcare, have left to "pursue other career interests".

Phillip Davy has been appointed the new md.

Malcolm Phillips is not being replaced and senior sales and marketing management at Crookes will report directly to Mr Davy.

Mr Davy joined Crookes' parent company, Boots Healthcare International, as director of marketing earlier this year. His replacement will be made shortly, according to md of Boots Healthcare International, Barry Clare.

Cow & Gate take on Gentle Care

Galenco are transferring responsibility for independent pharmacy sales for its Gentle Care range to its sister company, Cow & Gate Nutricia.

The Gentle Care range includes bath foams, liquid soaps and other skin care products. Cow & Gate Nutricia is aiming to build on existing transfer order business.

Surgichem

Surgichem have asked us to point out that the Community Computers pay-as-you-go helpline (Business News last week) is a new service launched as a low-cost alternative to an annual software support contract. Instead of paying a fixed yearly fee, pharmacists only pay for the service when they use it at 41p per minute.

Lloyds at Wimbledon

Lloyds Chemists are the official pharmacists at Wimbledon for the second year in a row. The company will be offering a full pharmaceutical service to players and spectators.

Burrows move

Burrows & Close have moved their branch pharmacy at Eastwood to: 65 Nottingham Road, Eastwood, Nottingham NG16 3AL.

Seton sail into the big time

Acquisitions by the Seton Healthcare Group have moved them into the top ten companies in terms of OTC sales in UK pharmacies, says chairman Norman K. Stoller in the group's preliminary results.

Over the past year, Seton have bought Mycota, Betadine, Cupal and ten brands from Crookes. Over 25 per cent of Seton's turnover is now in OTC products.

Generally, the group has seen pre-tax profits increase 41 per cent to £6.1 million on a turnover up 4 per cent to £38.6m.

Fully diluted earnings per share have increased 28 per cent to 16.3p after excluding exceptional losses in 1992.

The group's core healthcare division, based on wound management products, achieved sales of £33.6m, up 6 per cent. Taking into account acquisitions and disposals, the group

Sales up 4pc to £38.6m
Pre-tax profit up 41pc to £6.1m
EPS up 28pc to 16.3p
Total dividend 5.8p

estimates the underlying organic growth rate at some 8 per cent, "in keeping with our long-term plans".

During the year, the group sold their Pan Med business. This move away from custom-made pressure therapy garments is intended to allow Seton to focus on high-volume, frequent repeat use sectors of this market.

Lyofoam manufacture has been relocated to Oldham and the group's site at Sittingbourne has been closed. The company has also completed expansion at its manufacturing sites at Bootle.

The administration, sales and marketing of Cupal has been integrated into the group, leaving the Cupal Blackburn site as a manufacturing and distribution unit.

The group's current policy is to operate on a centralised distribution basis to provide an efficient service to customers, say Seton: "As a result of the significant increase in UK sales turnover, we are outgrowing our existing facilities. Plans are therefore in hand for a new distribution facility in the Oldham area."

Roger Humphreys has joined the board as financial director. The former financial director, Roger Gould, stays on as deputy chairman and company secretary.

The directors have recommended a final dividend of 4.1p.

Turnover tonic for United Drug

The County Dublin based pharmaceutical wholesaler United Drug have posted a 69 per cent increase in turnover for the half year ended March 31.

However, this is the first time figures for Sangers (NI) have been included. United Drug took over the Belfast wholesaler at the end of last year.

The pre-tax profit figure paints a more modest picture, rising from IR£1.4 million to IR£1.5m year-on-year, an increase of 9 per cent.

The United Drug board say that the outcome for the first half of the year was achieved against a background of a general lack of consumer confidence and very high Irish interest rates.

Profits after tax for the company look robust, showing an increase from £807,000 in the first half of 1992 to £1,009,000 this year, up 25 per cent. This reflects a reduction in the effective tax charge from 42 per cent last year to 34 per cent in 1993.

In part this is the effect of the 33 per cent corporation tax paid by Sangers, and in part from the tax benefits of relocating the

Sales up 69pc to IR£61.4m
Pre-tax profit up 9pc to IR£1.5m
EPS up 1pc to 7.44p
Interim dividend 2.2p

Dublin based business to Tallaght, Co. Dublin.

Earnings per share, taking into account the additional 2.8m shares issued to buy Sangers, increased from 7.36p to 7.44p.

Total dividends for the company are up 63 per cent to IR£360,000. An interim dividend of 2.2p has been announced, up 7 per cent.

Vernon-Carus

Vernon-Carus have moved their customer care team to: Unit 365, Four Oaks Road, Walton Summit Industrial Estate, Bamber Bridge, Preston PR5 8AS. Tel: 0772 627855.

Frenchie relocate

Frenchie Cosmetics have moved to: 26 The Dean, Alresford, Hants SO24 9AZ. Tel: 0962 733144; fax: 0962 736144.

May retail prices

The Retail Prices Index for May was 141.1 compared with 140.6 in April and just 1.3 per cent up on a year ago.

win accolade

The Belgian subsidiary of Smith Beecham have won the Prix Galien for the anti-hepatitis vaccine Havrix. The prize is sponsored by the Belgian Association of Medicine and is awarded for innovation.

Sanmex

Toiletries, aerobics and household products. Sanmex have appointed John Ellis to the board as manufacturing director.

Medidos' new dispenser

Medidos have added a new tablet dispenser to their range, the Medimax. The dispenser is aimed at patients who have to take many or larger tablets.

The Medimax comes in the form of a 15 x 18 x 4cm book-like wallet sealed with a Velcro fastener. The Medimax retails at £13.95. Tel: 0532 586146.

Zeneca rights success

The five for 16 rights issue from Zeneca has achieved a take-up of over 85 per cent. The underwriters are finding subscribers for the remainder of the issue.

The issue has raised £1.31 billion for the company.

YPG to meet in Crick

The Young Pharmacists Group Midland's regional conference will be held at the Posthouse Hotel, Crick, on July 4.

The programme includes sessions on "Complimentary medicine: myth or magic?" and "Pharmacist: tablet counter or healthcare professional?" David Sharpe will be present to run a "ask your Council member" session.

For further details contact Gary Brown on 021-233 0233 (work) or 021-356 1028 (home).

• There are still a few places left for the YPG August Bank Holiday trip to Paris (August 28-30). The cost is £179 to include flights and two nights' bed and breakfast.

For details contact Andy Watson on 021-233 0233 (work) or 021-356 1028 (home).

Park Systems are including a colour printer with their current patient medical record system. This will print prescription labels in a range of colours, including red for cautions. Park has also introduced a multi-user system which allows more than one computer to share the same PMR information.

Tills for small retailers

IBM have turned their attention to smaller retail outlets with the introduction of space-saving tills.

The IBM 4694 PoS till is the first to be designed by IBM specifically for smaller stores. It has a "footprint" some 40 per cent smaller than existing IBM tills, and can be used as a PoS terminal, as a master terminal for several tills or as a complete PoS and management system.

The till will be available from July, costing from £2,700 plus VAT, excluding software.

Details from IBM National Inquiry Centre. Tel: 0345 898898.

Coming Events

Advance information

Henry Stewart Conference Studies. "Brand vulnerability to price attack" at SAS Portman Hotel, London W1, July 23. Details from Lucy Lloyd on 071-935 2382.

The British Institute of Regulatory Affairs. "Notification issues in your industry", September 16 and "Labelling and leaflets", September 23, both at The Connaught Rooms, London. Details on 071-499 2797.

Pharma Pricing '93. Conference at The Dorchester Hotel, London, September 23-24. Details from IIR Ltd, tel: 071-412 0141.

Cosmetics, Toiletries and Perfumery Association. Autumn conference at the Cheltenham Park Hotel, Cheltenham, on October 11-12. Further details from Fiona Hesketh, tel: 071-491 8891.

Joint meeting of the Industrial Pharmacists Group and the Royal Society of Chemistry at RPSGB headquarters on October 12.

Classified

APPOINTMENTS

Pharmacy Manager

CANTERBURY



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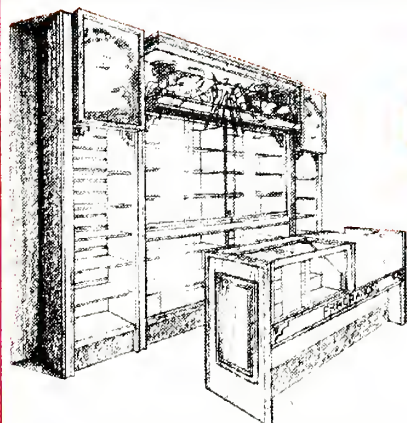
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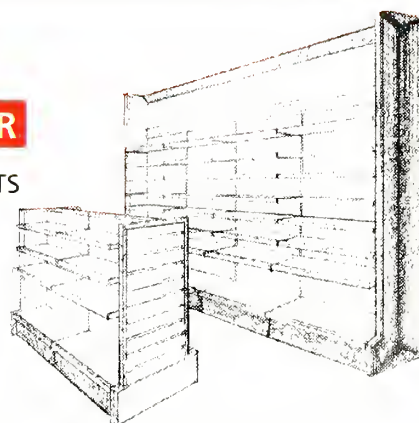
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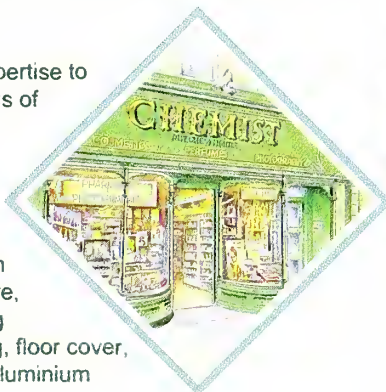


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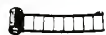
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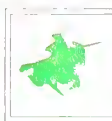
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of: 625 Madison Avenue, New York, N.Y. 10022, USA

WITHOUT THE GOODWILL OF THE BUSINESS CONCERNED IN
 THE GOODS FOR WHICH THE TRADE MARKS ARE REGISTERED.

Number Trade Mark
 632344 ENIGMA

Goods

Brilliantine, dentifrices, bath
 salts, lipstick, talcum powder,
 face powder and face cream, all
 being non-medicated toilet
 preparations; soaps, perfumes
 and hair lotions.

1012835 ENIGMA

Soaps, perfumes, and perfumed
 non-medicated toilet preparations,
 essential oils, cosmetics, hair
 lotions, and dentifrices.

Businesslink

A FREE Service for Chemist & Druggist Subscribers

PHARMACIST MANAGERS

WORCESTERSHIRE - Pharmacist manager required. Four and a half day week. Excellent supporting staff. Good relationship with residential homes and district nurses. Tel: 0905 840972 (after 7pm).

W/NW LONDON - Pharmacist manager required for a community pharmacy with potential 5-day week. Salary negotiable. Tel: 081-422 3905.

LOCUMS

EMERGENCY LOCUM wanted for Northants, Beds, Oxon, Bucks, Leics, Cambs, Warwicks, Herts. Also short notice speaker and lecturer. Tel: Nigel Morley on 0604-832202 or 0831 363736.

HEMEL HEMPSTEAD - Locums required for evening work (7pm-10pm). £13 per hour. Regular day(s) each week if preferred. Contact Tim Hames on 0727 830342.

SMETHWICK - Locum required for occasional Sundays (2 hours). Please ring 021-558 8837.

SHEFFIELD - Pharmacist required for Saturday mornings on a regular basis. Tel: Peter Magirr on 0742 462636.

SITUATIONS WANTED

DISPENSER available 9am-5pm. Please phone 081-427 3318 after 7pm.

EDGWARE/STANMORE/HARROW and surrounding areas. Experienced, reliable locum available on regular basis. Days/part days considered regularly. Tel: 081-958 6031.

SOUTH MANCHESTER - Tired, pale, need a break? Regular days or holiday cover. Please ring P Newgrosh MRPS on 061-428 7710.

CENTRAL/W LONDON - Young, experienced pharmacist available for one week's work (Mon-Fri) in September from 6th-20th. Perfect for holiday cover. Telephone Sharon Byrne on 010-3531 6606551.

HAMPSTEAD - Within 25 miles radius. Friendly, experienced, flexible pharmacist with sense of humour seeks a regular one or two days a week in a community pharmacy. Tel: Brian Stroh on 081-458 2034.

BUSINESSES FOR SALE

N STAFFS VILLAGE - Business at early stage of development. Benefit of ESPS with GP, approx £40K. Ideal for young owner/manager with net profit in excess of £32,000. Tel: 0625 613192 Answerphone.

SOUTHAMPTON - Pharmacy t/o £250,000, gross profit 30%, NHS dispensing 2,200-2,500 items per month. Apply c/o SSS, 35 Crofton Close, Southampton SO2 1XB.

EXCESS STOCK

TRADE LESS 30% - Sinemet-275; Faverin 100; Suprefact; Froben 100; Plendil 10mg. Ask for list on 081-958 6768.

TRADE LESS 30%+VAT+POSTAGE - Hibidil sach (exp 9/93); 2 x 30 Biotrol 32-730; 2 x 50 Hollister 3143; 6 Simpla S4; 34 Simpla 370807. Tel: 0642 245859.

TRADE LESS 50%+POSTAGE - 16 x

500ml Nutrison standard (exp 13/11/93). Tel: 0742 361070.

50% OFF TRADE+VAT+P&P - Imigran inj and refill - one of each (exp 8/93). Tel: 081-546 4605.

TRADE LESS 30% - 210 Anquil tabs. Tel: 081-960 3540.

COST LESS 30% - Biotrol integrale 32 - 430 - 2 x 30; Ostobon 9 x 22g; Dithrocream Forte 2 x 50g; Dithrocream 0.25% 2 x 50g. Tel: 0206 298267.

TRADE LESS 30%+VAT+POSTAGE - 56 Accupro 10mg (exp 9/95); 28 Zestril 2.5 (exp 10/93); 100 Rivotril 2 (P.15/96); 92 Clinoril 200 (exp 5/95); 70 Allegron 25 (exp 11/94); 309 Fucibet cream (exp 7/93) and others. Tel: 0533 772560.

COST LESS 30% - Convatec S240 11 boxes of 10. Tel: 0480 214355.

TRADE LESS 25% - 3 x 20 Pulmicort respules; 4 x 10 Surgicare system 2 45mm ostomy pouches; 2 x 10 Conveen 600ml urine bags 5172; 1 x 5 Lofric male 14" catheter; 3 x 10 Macpak bags 2000ml. Tel: 081-650 6076.

TRADE LESS 50%+VAT - Oruvail 100 x 50 (exp 8/93); Lederfen CP tabs x 57 (exp 8/93); Clinoril 200mg x 186 (exp 10/93). Tel: 0232 667767.

35% OFF COST+VAT+POSTAGE - Lopid 300mg (exp 12/93); 4 x 28 Tildiem-LA (exp 6/93); 84 Lederfen-CP caps (exp 9/93); 500 Urispas 100mg (exp 12/97). Tel: 0702 345731.

TRADE LESS 30%+VAT - 1 x 100 Aldactone 100mg tabs; 12g Asendis 50mg tabs; 1 x 50 Droleptan 10mg tabs; 70 Rifadin 150mg tabs; 1 x 500 Hydrosaluric 25mg tabs; 1 x 28 Cordarone x 100mg (exp 10/93); 171 Endoxanna 50mg (exp 10/93). Tel: 0524 32618.

TRADE LESS 50% - 220 Sabril 500mg (exp 4/94) and 6/95). Tel: 081-460 1425.

TRADE LESS 50%+VAT+POSTAGE - 3 boxes Welland FSC 938 bags; 4 tubes Comfeel barrier cream 4720. Tel: 0294 601761.

TRADE LESS 50% - 14 boxes Pur-in mix 25/75 cartridges - 5 x 3ml (exp 21/11/93). Tel: 0474 365140.

TRADE LESS 30%+VAT - Pergonal amp 75iu; Trental 400mg tabs; Transiderm-Nitro patches 10mg. Tel: 091-536 4640.

FOR SALE

BMW HUB CAPS + 14" wheels - immaculate condition. Offers. Tel: 0532 752570.

RICHARDSON SANYO PMR system with Citizen printer operational and maintained under Coversure (still current). Manuals included. Buyer collects (Manchester). £500ono. Tel: 061-789 3207.

KIRBY LESTER TABLET COUNTER KL8, almost new, in full working order. Offers. Tel: 081-546 4605.

VW BEETLE 1300 K reg. Professionally restored - resprayed, Porsche metallic blue, sports steering wheel, Pioneer pull-out stereo. MOT Feb 1994. £2,900 ono. Tel: 0383 418384.

BMW 316i (F) 1989, Red, auto, four door, electric sunroof and windows, alarm. Excellent condition. Only £7000 ono. Ring 081-904 2956. Evenings only.

ACCOMMODATION

COSTA BLANCA, CALPE - Select resort, front line apartment. 50yds from sandy beaches. All amenities close by. Sleeps

4/5. From only £100 per week. Tel: 061-794 8243.

ALGARVE, NEAR LOULE - Semi-rural luxury villa with pool and maid. Panoramic views in peaceful setting. Sleeps six. Not suitable for young children or handicapped. Further details on 0772 38425.

CARNFORTH, GATEWAY TO LAKE DISTRICT - Luxury pine lodges, sleep 4 to 6, fully furnished. TV, sauna etc. Club and Pine Lake facilities. 4 weeks left - July/August. Tel: 0253 51494.

BLANCA CALPE - Exclusive resort, very well equipped apartment, sleeps 4/5. Sea views. Close to all amenities from only £80 p.w. Tel 061-794 8243.

NEAR HEATHROW/HARLINGTON - Luxury 1 bedroom flat, furnished. £450 per month. Contact Mr Virdee on 0252 23289.

WANTED

URGENTLY WANTED - Calciferol 1.25mg tabs (Evans). Please tel: 0639 822340.

IMPORTANT

Because demand for free "Business Link" entries exceeds the space available, subscribers are asked to comply with the 30-word limit. To avoid delay in publication, please ensure that brand and drug names have the correct spelling and that the text is legible.

Free entries in "Business Link" (maximum 30 words) are restricted to community pharmacist subscribers to Chemist & Druggist. No trade advertisements will be permitted. Acceptance is at the discretion of the Publishers and depends upon space being available. Send proposed wording to "Business Link" using the form below.

EXCESS STOCK CAUTION: Pharmacists are responsible for the quality, safety and efficacy of medicines they supply. In purchasing from sources other than manufacturers or licensed wholesalers they must therefore satisfy themselves about product history, conditions of storage etc

To: Business Link, CHEMIST & DRUGGIST, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

PLEASE COMPLETE IN BLOCK CAPITALS

Surname.....

First names.....

Address.....

..... Postcode

Personal RPSGB Registration number

Telephone number.....

Proposed advertisement copy (maximum 30 words)

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To be included under section Heading

Signed Date

About people

Welsh Committee elects chair

The Welsh Committee for Post-Graduate Pharmaceutical Education has elected former vice-chairman **Ian Phillips** to the position of chairman.

Mr Phillips is a proprietor community pharmacist in Cardiff. He is a member of the Welsh Executive of the RPSGB, the Welsh representative on the PSNC, member of South Glamorgan FHSA and chairman of the South Glamorgan LPC.

Dr Anthony Armstrong, senior lecturer in pharmaceuticals in the Welsh School of Pharmacy, University of Wales, was elected vice-chairman. He is a member and former governor of the College of Pharmacy Practice.

Calling all 'green' enthusiasts

The Vantage Pharmacy Golf Tournament, sponsored by Crookes Healthcare, will tee off in Northern Ireland on July 27 at The Royal County Down Golf Club.

The Dalmahoy course in Edinburgh will play host to Scottish and Northern challengers on August 10, while Midlands competitors will be called to the green on August 26 at Breadsall Priory.

The hunt for southern regional finalists will then move to St Pierre Hotel Golf and Country Club in Chesham on September 2, before culminating in the grand final at the Mere Golf and Country Club at Knutsford, where a gala dinner will finish off the tournament.

Harris Award reminder

Applications to the College of Pharmacy Practice for the 1993 John Harris Award should be in by Wednesday, June 30.

The award is for research. Preference will be given to contributions for practice research, academic work in clinical pharmacy, pharmacology or therapeutics.



Ready for an all-expenses paid weekend in Berlin, winners of Kwai garlic's competition for pharmacists, Mr and Mrs Paul Nickels (centre), are pictured with Neil Chapple, LRC Products Ltd, and Sonia Job, Lichtwer Pharma UK Ltd. Mr and Mrs Nickels will visit the Lichtwer Pharma factory and see the sights of the city



David Hirshman, co-proprietor of Hirshman Chemists in Ainsdale, Southport, has scooped this year's Mystery Shopper promotion from Crookes, with a cash prize of £5,000. Pictured from left are Geoffrey Bloch, co-proprietor; David Hirshman; Neil Murphy, Crookes Healthcare national sales manager for Chemist and Medical; and Frank Duxbury, territory manager

Lloyds name stands to loose £2.3m

Pharmacist George Aldrich, a "name" in Lloyds' Lime Street syndicate, says he is liable for losses of up to £2.3 million because of the company's unlimited liability policy for investors.

Speaking on BBC's *Panorama* this week, Mr Aldrich said he had pledged £100,000 against property, including his house, to the syndicate which, because of the re-insurance practices prevalent at Lloyds, meant that liability could spiral way beyond the original financial commitment of the names.



From left to right, Colette McCreedy, NPA press officer, Roger Odd, head of the practice division at the RPSGB, and Michael J. King, PSNC assistant secretary, host the pharmacy stand at the NAHAT conference in Bournemouth

Appointments

Herbalife International, the US corporation, have appointed **Brian Kane** as vice-president, Europe. Mr Kane, who was previously with Bristol Myers Squibb as president of their European consumer business, will be responsible for the day-to-day activities in Europe of Herbalife, including distributor operations, accounting and controls, products warehousing, human resources and facilities and communications.

Douglas McGregor has been appointed managing director of Hypoguard, the Suffolk-based company which manufactures blood-glucose monitoring systems.

Sally Corless and **Kieran MacSweeney** have joined Nichol

Beauty Products Ltd as marketing executive and national accounts executive respectively.

Bristol-Myers Squibb have appointed **Michael Dempsey** as managing director in Ireland.

Ian Redding has been appointed quality manager for Starman Ltd, manufacturers of toiletries and household goods.

Shopfitters Beanstalk Ltd have promoted **Mark Linzey** to the newly created position of market development manager. Mr Linzey, who has worked for the company for ten years, will be responsible for existing accounts and assisting in the development of new products.



NOW YOU CAN HAVE A HAND IN THE HAPPY EVENT.

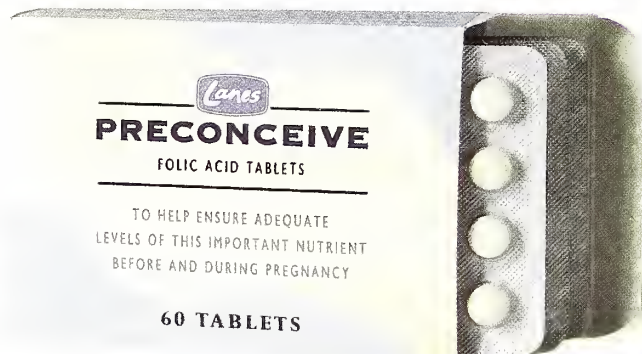
For women who are hoping to become pregnant and those in the early months, you can recommend Preconceive confidently. It's a one-a-day 400mcg tablet, the strength The Chief Medical Officer recommends to help reduce the chance of neural tube defects, such as Spina bifida, developing.

Preconceive has been developed and branded by Lanes to match the expected growth in consumer interest precisely. It's even blister-packed in cartons – a natural transition from the contraceptive pill.

All for around just 4 pence per day.

Every woman who wants a baby wants the best for their baby. That's where Preconceive can help – with the promise of better profits for you too.

Available from Ernest Jackson & Co Limited,
Credition, Devon, Telephone: 0363 772251.



THE UK MARKET LEADER

- **Best selling smoking cessation product -**

56% share of nicotine patch total cash sales ¹

- **Leading nicotine patch in the prescription market -**

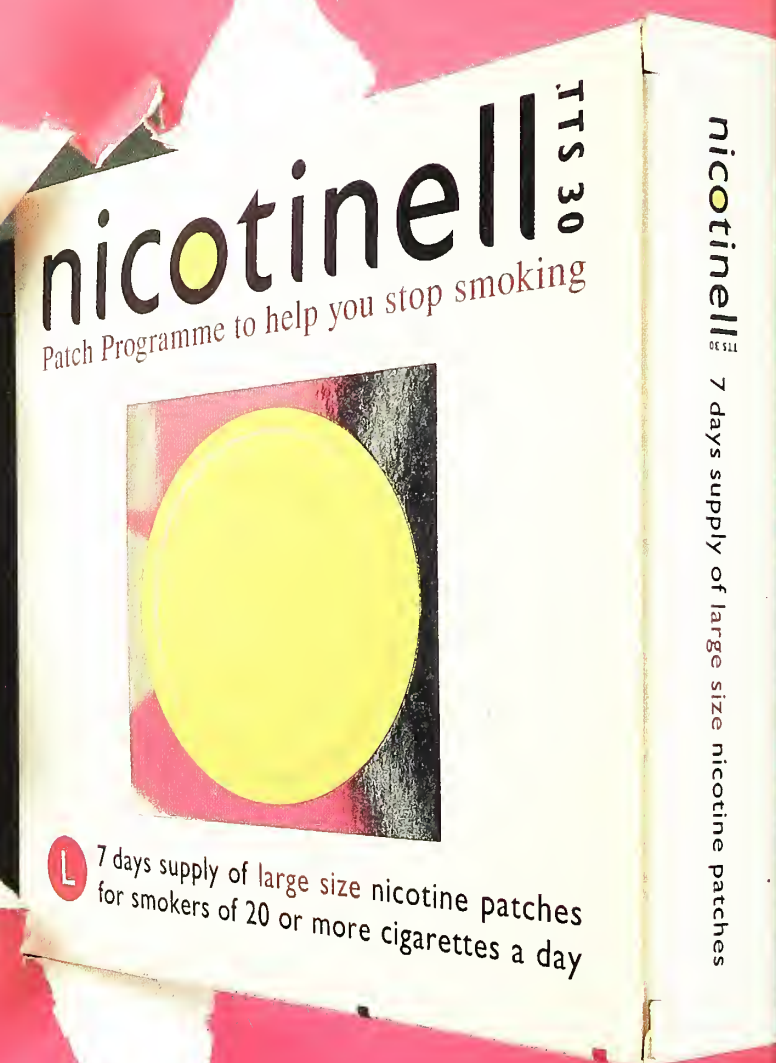
More than twice the market share of any other nicotine patch ²

- **Leading nicotine patch OTC -**

54% share of sales events in the OTC nicotine patch market ³

- **Leader in TV advertising recall -**

2nd place 2 weeks running for prompted recall of NICOTINELL advertisement above PG Tips, Kellogg's Cornflakes, Coca-Cola and all other nicotine products ⁴



MAKE YOUR PROFITS SWELL - RECOMMEND [®] NICOTINELL

1. Nielsen Jan/Feb 1993. 2. Scriptcount 4 weeks to 26 March 1993. 3. Based on number of sales events. Counterpoint, smoking cessation, nett data, Jan- March 1993. 4. Adwatch, Marketing 25 March and 1 April 1993.

Geigy